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The Official Paper of the National Editorial Association

Devoted to Newspaper Making and Commercial Job-Printing

VOLUME XXVIII,

Twelve Numbers, January to December, 1910

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JANUARY

"Out of the bosom of the air, Silent and soft and slow, Descends the Snow,"

"The Seasons, as they change, Almighty Father,
Are but the varied God, The Rolling Year
Is full of Thee."

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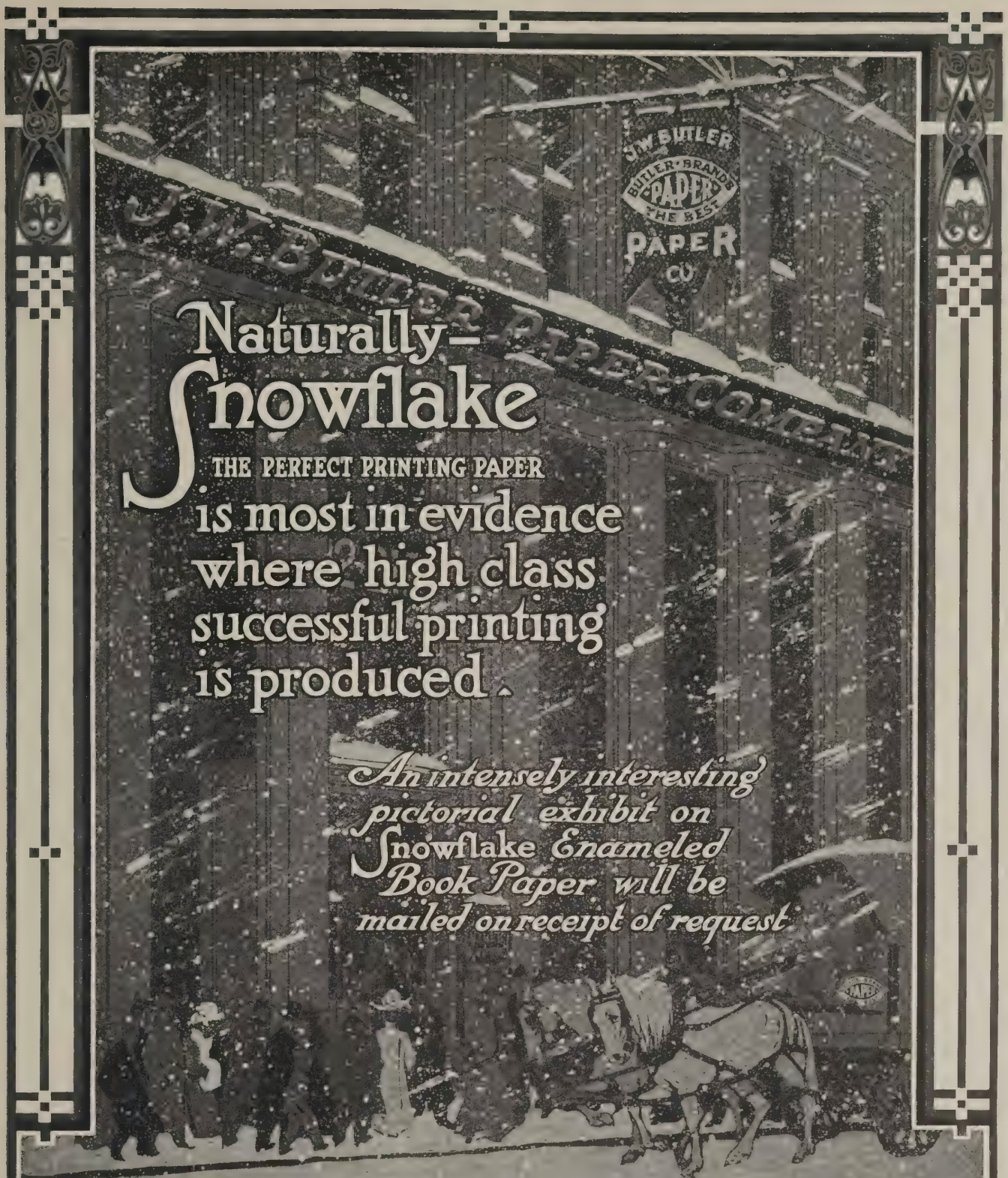

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In pursuance of our intention, announced last month, we have forwarded to every employing printer in the United States a pamphlet entitled "*The Matter With the Printing Business.*"

As this is the most important contribution of the present day which has been made to the commercial literature of the printing industry, it should be in the possession of every person who views the art from a commercial standpoint. And the position of importance which the UNITYPE now takes in the general printing office, will merit the closest study of the facts therein set forth.

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The expenditure of between two and three thousand dollars for a casting machine and matrices, and the sure necessity of spending several hundred dollars *every year thereafter* for matrices and supplies, together with hundreds of dollars for labor and other expense, ought to be so self-evident to every printer as to cause him to turn down such an unnecessary and extravagant investment when his working capital can be used to so much better advantage in his printing business.

The *eloquent machine salesman* will demonstrate that a printer can produce seven or eight hundred dollars' worth of type which he might require during the year—although very few buy that much—and save thereby two or three hundred dollars, but he never figures for the prospective customer the actual cost of the labor, supplies, matrices, gas, interest, depreciation, overhead expenses, etc., and the inadequacy of the few hundred matrices which he at first supplies.

This Company has over four million matrices, and yet it cannot meet the requirements of many of its customers without constantly making new matrices.

As we produced last year over twenty thousand matrices, what will it cost a printer to keep up with the requirements of his business for casting his own type even to a limited extent?

Of course the *eloquent salesman* only figures the cost of metal, and the cost of labor when the machine is fully occupied eight or nine hours a day, and assumes the printer can keep his machine busy 300 days in the year.

When the Cost Committee of the International Cost Congress gets fairly into the minds of printers what overhead expense means, and what idle time means, those printers who have not considered those points will realize that their labor expense, their overhead expense, and all their actual expense of casting type amount to a good deal more every year than their entire annual purchases of type.

Besides, they will be limited to a few faces and a few sizes, whereas a far less expenditure of money will enable them to select at low prices large *weight fonts* from the American Type Founders Company of any of its present faces, and of the new ones continually coming out.

"The man with the casting machine" is handicapped at once in competition with other printers who are selecting faces from our four million matrices and the new designs we are continually originating.

What would a printer think of a suggestion, if made by one of his customers, that he should do his own printing because he has a few thousand letter heads and bill heads to print during the year, and can buy the paper and a press and get the work done at apparently considerable less than the printer charges? The printer would at once call his attention to the big overhead expense and idle time, the necessity for variety of equipment, etc.

It is a fallacy, therefore, for every printer to become his own type founder, just as it is for every business man to become his own printer.

There may be exceptions to such rules. There might be a printer who did an enormous quantity of work with one kind of type, who did not care if the type and typography were inferior and who could use a casting machine continuously for 300 days in a year, just as there are business men who can keep a compositor and a pressman busy all the time.

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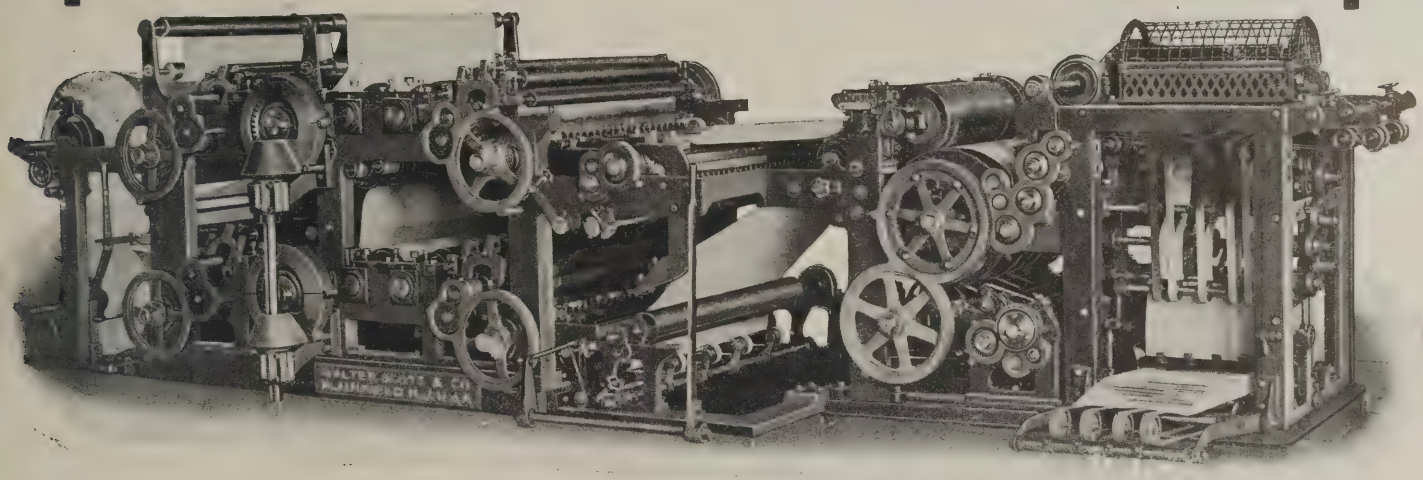

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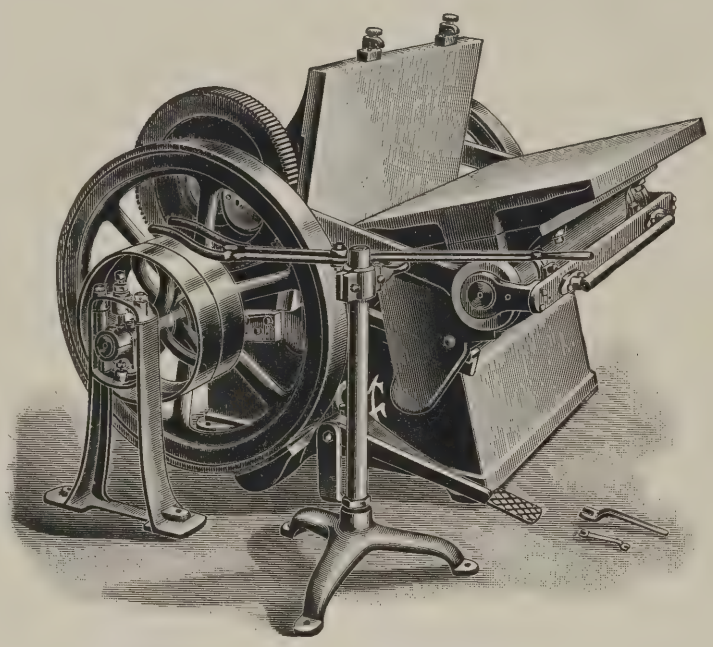


EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

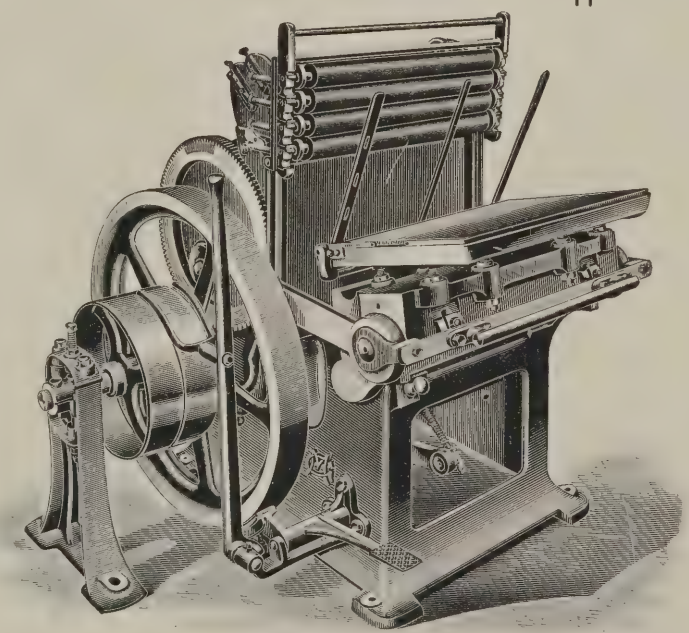
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	**"**	**"**
Half Super Royal	**14 x 22**	**"**	**"**
Super Royal No. 4	**17 x 25**	**"**	**"**
Embosser No. 1,	**21¼ x 22**	**"**	**"**
Embosser No. 2,	**24 x 26**	**"**	**"**
Stamper No. 3,	**24 x 26**	**"**	**"**

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

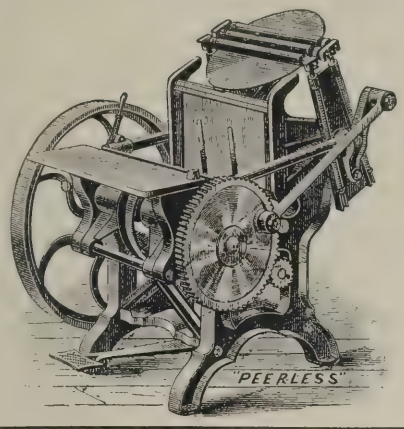
The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

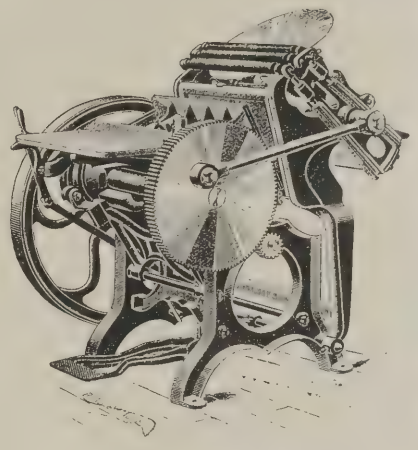
THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

BARGAINS IN JOB PRESSES



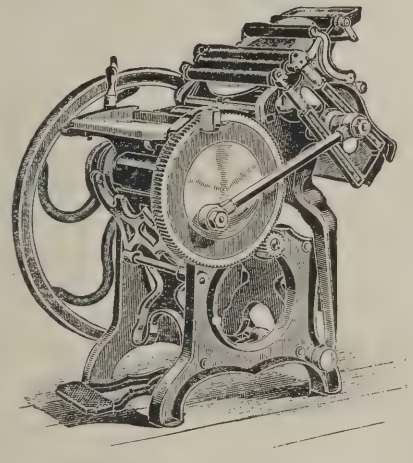
PEERLESS

13x19 with throw-off, long fountain, extra vibrator, extra fine condition $210
11x17 with throw-off, late pattern 135
10x15 with throw-off, treadle 105
10x15 with throw-off, late pattern, straight shaft 120
9x13 with throw-off, treadle 90



O. S. GORDONS, S. & L. Make

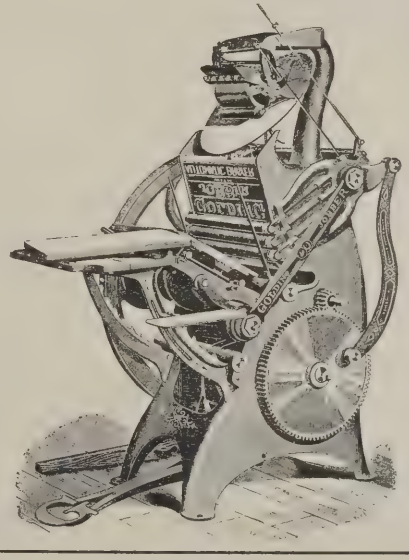
8x12 with throw-off ..... $ 65
10x15 with throw-off, treadle 120
10x15 with throw-off, long fountain 130



JONES GORDON

10x15 with throw-off, improved long fountain, extra fine shape $150

10x15 with throw-off and treadle 120



GOLDING JOBBERS

12x18 with throw-off, old style with 4 impression screws in yoke $160
10x15 with throw-off, late pattern, automatic ink fountain brayer, combination brake 210
10x15 with throw off, side stem and treadle 160

WE ALSO HAVE OTHER BARGAINS IN JOB PRESSES

8x12 Jewell with throw-off $50
8x12 New Style Gordon with throw off, (Brass Arm) 70
8x12 Monitor with throw-off 60
10x15 Nonpareil, Disc distribution, treadle 65
9x13 Champion with throw-off 55

Send for full list of rebuilt presses and machinery

A. F. WANNER & CO.

THE LARGEST STOCK IN CHICAGO

340-342 Dearborn Street, - - - - CHICAGO, ILL.

MORE ADDITIONS TO

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

THE SAVAGE IMPOSING-STONE FRAME

THE SAVAGE IMPOSING-STONE FRAMES are designed to carry individual galleys. The shelves are numbered consecutively, and by marking the proofs of the pages with the corresponding numbers of the shelves upon which the pages are stored, any particular page can be located instantly when wanted.

While especially valuable for pages of tariffs, directories, catalogs, etc., this arrangement is equally adapted to forms of every description. Some disposition, temporary at least, must be made of every form set up. If left on the stone, it occupies working space; if placed upon letter-boards or stacked upon shelving, no one but the compositor who put it there can find it. When found, it is frequently underneath or surrounded by other matter which has to be removed and replaced, with consequent loss of time and damage to material.

These Frames provide a place for every form out of the way where it does not occupy valuable working space, yet where any compositor can go directly to the galley containing the desired page without unnecessary loss of time, and without disturbing or handling other pages.

The pages being on galleys can be handled quickly and conveniently, without danger of pi. Corrections can frequently be made on the galleys, and proofs taken if desired.

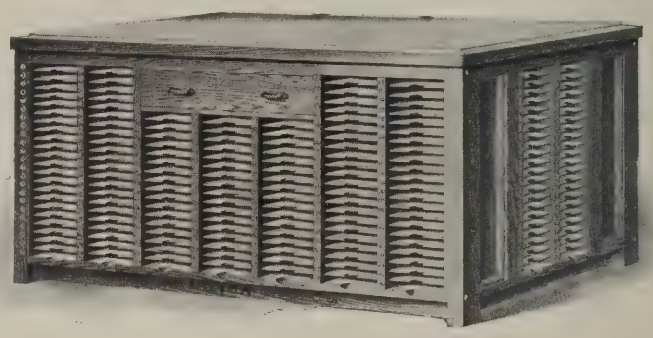
These frames have recessed sanitary bases, as shown by the illustration.

Savage Imposing Stone Frame No. 1—Size of stone, 36 x 60 inches; capacity, 302 galleys; galley compartments, 9 inches wide, 13⅞ inches deep, taking a standard 8¾ x 13 galvanized iron galley. Galley shelves on both sides and both ends of the frame. All galley shelves are numbered consecutively. List price, complete with stone.....$135

Savage Imposing Stone Frame No. 3—Size of stone, 48 x 72 inches; capacity, 384 galleys. List price, complete with stone $165

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR.

If you are interested in the question of MODERNIZED COMPOSING-ROMM FURNITURE, fill out the coupon and send it to us. Our representative will show you what can be done to increase *your* profits and relieve the conjestion in *your* office.



No. 2 Savage Imposing Stone and Frame

THE HAMILTON MFG. CO., Two Rivers, Wis.: *Cleveland, Ohio, October 26, 1909.*

Gentlemen,—The Imposing-Stone Frames with individual galley shelves and galleys, which you recently furnished us, have proved extremely valuable in economy of time and labor. We regard this plan of carrying standing matter upon individual galleys as far superior to any other method. It provides a place for every page with every page in its place, where it is quickly accessible, and therefore effecting a great saving in time results. We installed five of these Frames with 1,800 galleys and they have paid for themselves in a few months.

Yours very truly, *THE J. B. SAVAGE CO.,*
Per Chas. P. Carl, Supt.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Gatchel & Manning

N.E. COR. 6TH & CHESTNUT STS.

Philadelphia

Illustrators-Engravers-Designers

OF PLATES TO PRINT ON A TYPE PRESS IN ONE OR MORE COLORS
FOR CATALOGUES, ADVERTISEMENTS, COMMERCIAL WORK, ETC.

SEND FOR SPECIMENS OF THE LINE WHICH INTERESTS YOU.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The only good sheet delivery is on the Optimus.

This device has been noted for its originality and excellence for years. Sheets may be large or small, tissue or cardboard, no matter what, they are delivered accurately without readjustment of mechanism.

This saves time. It saves stock, which is delivered accurately jogged, printed side up, at front of press. The freshly printed surface is free from every contact except air. There is nothing that can mar the sheet.

Exposed for the time of three impressions, the printed sheet is in the best possible condition to be covered by that following. This long dwell in the air often makes slip-sheeting unnecessary.

Whether the press is a pony Optimus making 3000 or more impressions an hour, or a No. 12 printing 44x64 or larger at 1600, each is giving its printed sheets *three times the exposure possible on any other press.* Each sheet is gently covered, falling a few inches by its own weight, and holding air between itself and the next for some little time.

The delivery is fast. It must be; for the Optimus is the speediest of the two-revolutions. Whatever the speed (and many run their Optimus presses much beyond our guaranteed speeds) there is no difficulty in delivering the sheets. It is faster than a fly, and infinitely smoother and better in operation.

It is the only delivery that will handle tissue at any satisfactory speed. We have known this printed regularly at over 2000 an hour in large sheets on Optimus presses. It can't be done on any other.

The delivery carriage can be disconnected in a moment. Moved forward it opens up the front of press, giving access to cylinder and uncovering the form rollers. The press then can be run without operating the carriage.

An automatic tightener maintains the tapes at an even tension.

On large sizes an attachment can be furnished at an additional price which will deliver printed side down.

It is the only delivery in which the fly has no part. It meets every condition. It is so perfect that it does not require an alternate to be substituted when it fails.

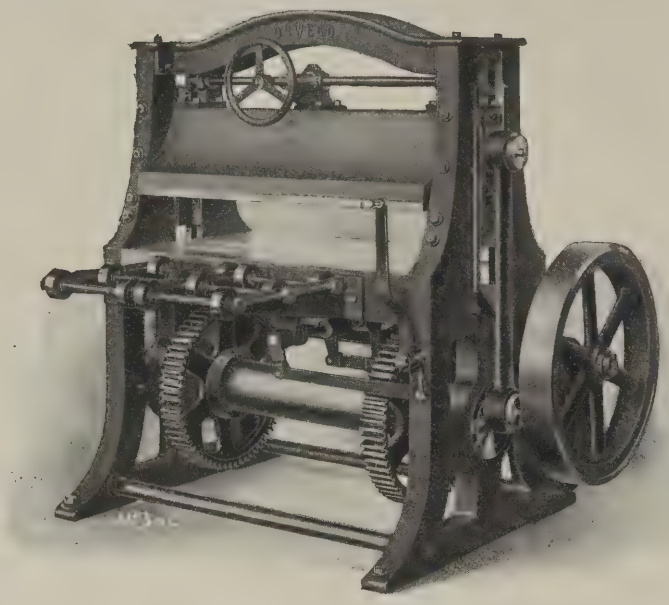
On very fine work carrying much color the Optimus patented slip-sheeting device is a real time, space and trouble saver. It is not necessary to run slowly to insert offset sheets. It robs this work of much of its inconvenience and cost.

Our printed matter is more explicit.

The Babcock Optimus

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC

OSWEGO DIE-CUTTING PRESSES



are rigid and quick acting. They conform with the OSWEGO requirement of "At least three points of superiority."

This pictures only one of the ninety sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-Made cutter, from the little 16" Oswego Bench cutter up to the largest 7-ton Brown & Carver Automatic Clamp cutter, has at least three points of excellence on Oswego cutters only.

A new book, No. 8, containing valuable suggestions derived from over a third of a century's experience making cutting machines exclusively, is mailed on request.

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

MAIN OFFICE AND WORKS, OSWEGO, N. Y.

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WALTER S. TIMMIS, Mgr.

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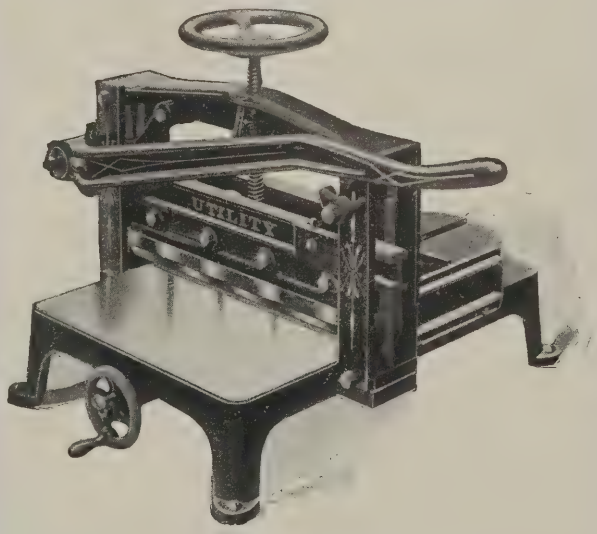
J. M. IVES, Mgr.

UTILITY

The BEST Small Paper Cutter



SOLD BY ALL DEALERS

Pavyer Printing Machine Works

600-602-604 South Broadway

ST. LOUIS, MO.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

"Imitation is the Sincerest Flattery"

For Over Twenty-five Years our

$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express prepaid one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* — CHAS. BISPHAM LEVEY, *Treasurer*
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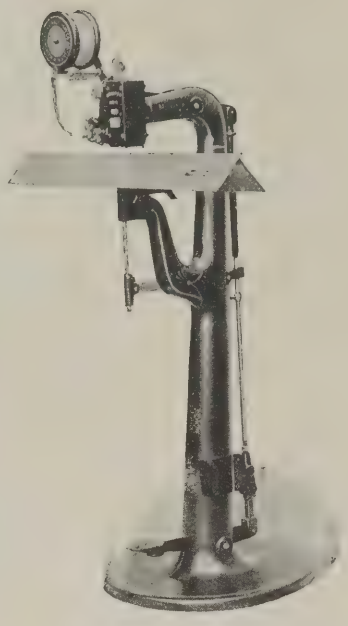
LATHAM'S No. 4 MONITOR WIRE STITCHER



Needs No Introduction

A foot power wire stitcher designed for use in offices where there is only occasional use for a wire stitcher for light work. It embodies most of the features of our larger Monitor Stitchers. Capacity 2 sheets to 1-5 inch.

Feeds, forms, draws and clutches the staple at each stroke.

For flat or saddle work.

Price per staple is 1-10th that of work done on a stapler.

The wire is fed automatically from the spool.

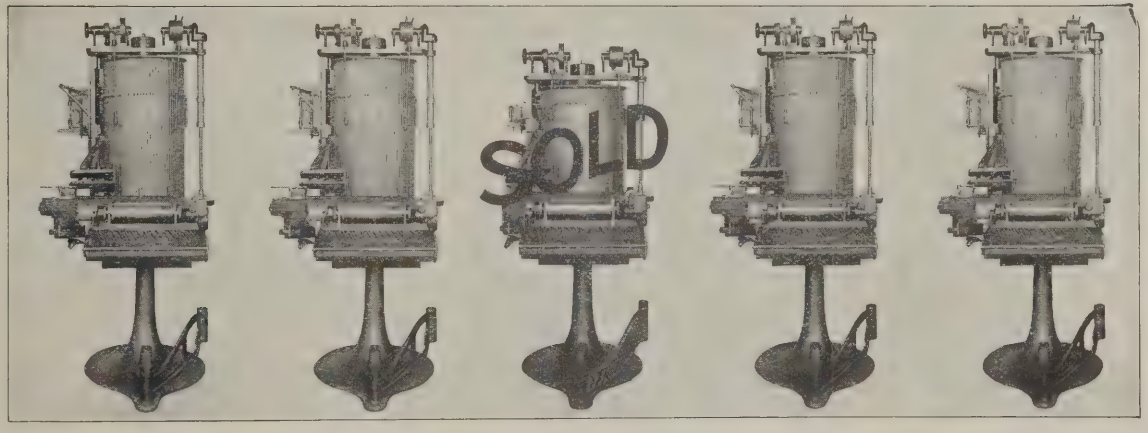
PRICE $100.

Uses wire No. 25 to No. 30 round.

LATHAM MACHINERY CO.

MAIN OFFICE AND FACTORY
CHICAGO - 306-312 S. Canal St.
New York, 8 Reade St. Boston,, 220 Devonshire St.

Used Simplex Machines For Sale



8-point Adjustable	10-point Adjustable	8-point, 13 ems	10-point Adjustable	12-point Adjustable
Factory No. 1177	Factory No. 1509	Factory No. 943	Factory No. 1385	Factory No. 1495
$200	$200	$150	$200	$200

The above Simplex Typesetting Machines have been used, but are in good order. They are practically the same kind of machines (except the shape of the base) that are now advertised as UNITYPES.

Please note factory number and price under each cut. No type with above. First come, first served.

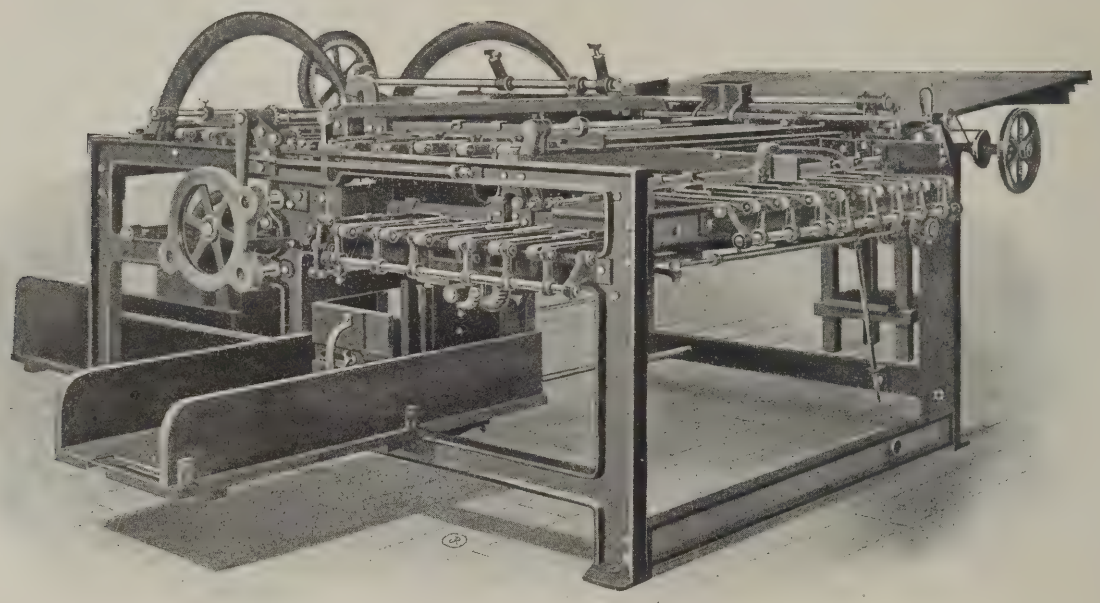
GUTENBERG MACHINE COMPANY

WILL S. MENAMIN, Pres. and Gen. Manager.

545-547-549 Wabash Ave., CHICAGO, ILL.

When You Buy
Investigate

New Model Jobbing Folder



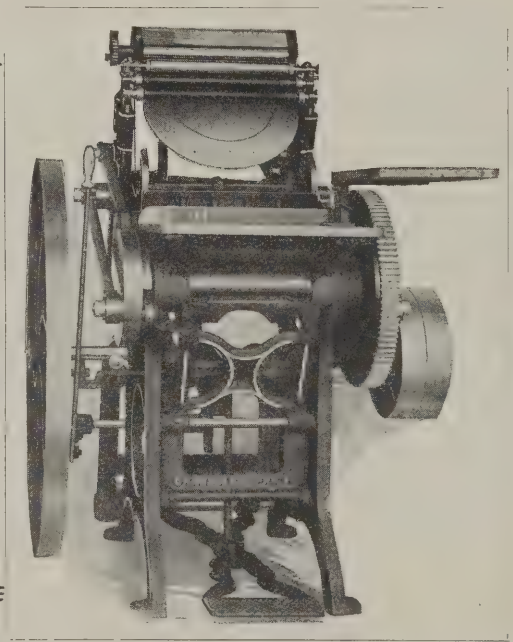
The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO
ERIE, PENNSYLVANIA

JOB PRINTING PRESSES

35000 C. & P. Gordons

Made and Sold in Twenty-three Years!



This wonderful record of sales talks harder for Chandler & Price Presses than any advertisement ever could. It stands as a monument to their value and their popularity. It is even more amazing when you consider that not one of the Chandler & Price Gordons has ever been returned to the factory as defective either in material or workmanship.

Points in which C. & P. Gordons Excel:

Perfection of Design
Simplicity of Construction
Quality of Material
Accuracy of Finish
Strength of Every Part
Rigidity of Impression
Reliability of Throw-off
Noiselessness of Disc Motion
Long Dwell of Platen
Vibrating Riding Roller
Excellence of Distribution
Ease of Operation
Low Cost of Maintenance
Interchangeability of Parts
Can be Run as Fast as they can be Fed
Built in Six Sizes

WRITE for COMPLETE PARTICULARS

CHANDLER & PRICE CO. CLEVELAND, OHIO U. S. A.

Electros from Halftones

IF your experience has been such as to lead you to believe it impossible to obtain electros from halftones with a printing quality equal to the cuts—we want you to know that we are making electros from halftones—every day—that are just as sharp and deep as the cuts, and that—the particular appliance that makes our quality of work possible was evolved by us. There is not another like it in the world.

One order will satisfy you that our electros are fully equal in sharpness, depth and printing quality to the forms or cuts sent us. Let us show you that the best electrotypes the world has ever seen are made by the

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn St. CHICAGO

The Evidence is Yours for the Asking

We also make designs, drawings, halftones, zinc etchings, wood and wax engravings, but—we do no printing.

Standard Labor-Saving Iron Furniture is the most economical

Because It is accurate and will stay accurate. Unlike wood or metal, it will not become nicked and dented, and will not shrink, expand or warp out of shape. It will last a lifetime. It will save time on make-ready.

Write us about it.

Made by INLAND TYPE FOUNDRY

12th & Locust, ST. LOUIS 175 Monroe St., CHICAGO 160 William St., NEW YORK

Set in Alfred and Borders Nos. 360017 and 600017

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

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Buffalo
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The AULT & WIBORG Co

Manufacturers of

LETTERPRESS
AND
LITHOGRAPHIC

PRINTING INKS

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BUFFALO · PHILADELPHIA · MINNEAPOLIS
SAN FRANCISCO · TORONTO · HAVANA · CITY OF
MEXICO · BUENOS AIRES · PARIS · LONDON

HAVE YOU TRIED **NO-WASH-UP?**

It's something NEW and a BOON to every printer

A FEW DROPS of "No-Wash-Up" applied to the rollers of any press at night, and run for a few minutes "tripped," puts the press in perfect readiness to run the next morning without the necessity of washing up. :: :: :: ::

BETTER ORDER A TRIAL CAN.

75 cts. per half-pound can. $1.50 per one-pound can.

Manufactured by THE AULT & WIBORG CO.

K L E A N K U T

THIS is a preparation recently put on the market by us, for cleaning cuts, as its name implies. It will effectually remove all old dried-up ink from electrotypes, wood cuts, etc., without affecting them in the least. Try a sample and be convinced of its merits. Sold in pound and half-pound cans at *$1.00 per pound.* :: Prices in larger quantities on application.

Manufactured by THE AULT & WIBORG CO.

CINCINNATI NEW YORK CHICAGO ST. LOUIS PHILADELPHIA
BUFFALO MINNEAPOLIS SAN FRANCISCO TORONTO HAVANA
CITY OF MEXICO BUENOS AIRES PARIS LONDON

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, January, 1910 | Number One

A DIAMOND ANNIVERSARY

The Galena Gazette Celebrates the Rounding of the Seventy-Fifth Year—Lessons From the Past With Practical Illustrations of the Obligations and Broad Influence of the Press.

ON Monday, November 29, 1909, the Galena, Ill. *Gazette* celebrated the rounding out of the full three-quarters of a century. The *Gazette* was established November 19, 1834. Not an issue of the paper has been missed in the seventy-five years. This anniversary number reprints the "Salutatory" of the editor in the paper's first issue, three-score and fifteen years ago, and for fear that our reproduction of the page containing the same will show the type too small for the eyes of many of our readers, we reprint, as follows, this declaration of principles, that will not be lacking in valuable suggestions to newspaper-makers of today, who have to do with all governmental questions, politicians and political parties, now as editors did then:

"We assure you with equal ingeniousness that we are not the hired Swiss of any party, We can discover something in both parties to condemn; and something in both parties to approve, although we are compelled to confess, in these days, it requires nice instruments and practical eyes to make discoveries of the latter sort.

"We are one of those who believe that the vilonece of party excitement has given an impulse to the public mind which has sent it quite astray from the constitutional path in which our political welfare is to be found.

* * * * * * *

"We are of the old-fashioned school, who regard any infraction of the clear constitutional provisions, with depreciation and shuddering, and those who sanction departure from them, upon the ground of attachment to a political chief, or of expediency, *because it may happen to promote the views of a faction,* as men to be watched and distrusted.

"They may be well-bred men—fed at the public crib—but they are lean, and Casius-like, in spirit and in principle; 'let no such man be trusted.' We are not believers in that description of 'Reform' which arrays a successful party, as an organized army, and carries on the work of political extermination, until every office in the country is filled by subsidized incumbents, and every political aspirant has to walk through the filth and mire of political subserviency.

"If our government is indeed a free government, the independence and integrity should certainly be regarded as affording some qualifications for office and never as the cause for displacement. But we are believers in that kind of 'Reform' which would restore integrity and independence to official incumbents, and all the departments of the Government; a Reform that would enlist the talents and the patriotism of the best men of the country and foster a spirit that would not crouch to the mandates of the executive nor covet applause of the multitude."

From the first, the American press recognized its obligations to society and government and while for many years there was too great subserviency to party, still, the higher duty to the people—in securing the perpetuity of free institutions and honest, efficient Government, administered with highest patriotic motives by men thoroughly qualified, independent—free of mandates of party bosses one the one hand or of the

applause or condemnation of the ignorant multitude, swayed by partizen fealty or prejudice or by ring rule, on the other hand—the obligations, resting upon the newspapers, were constantly forcing the editors back to the performance of the higher duties, and functions. Those obligations have increased and become weightier with the advancing of years.

In the earlier days, with boundless, undeveloped, untouched resources, lands, forests, mines and water powers, the pioneers could start out in almost any

THE GALENA DAILY GAZETTE

VOL. 126. NO. 81. GALENA, ILLINOIS, MONDAY EVENING, NOVEMBER 29. THREE CENTS PER COPY

PART ONE.

SEVENTY-FIFTH ANNIVERSARY OF THE GALENA GAZETTE.

ARTHUR W. CLESSNER

BOY BANDIT CAUGHT

Attempt of Two Lads to Rob St. Louis Bank Foiled by Policemen To-Day.

MICHIGAN BANK IS CLOSED

IMPORTANT EVENTS OF THE PAST

NOW UP TO THE SUPREME COURT

REVOLUTION IS AT STANDSTILL

PROHIBITION IS THE ISSUE

ANOTHER MINE EXPLOSION

ANDREW L. HERON

LOCAL HISTORICAL EVENTS

IN THE DAYS OF THE LONG AGO

JAMES B. BROWN

CHICAGO DAILY MARKET REPORT

CLOCKS & SILVERWARE

Mr. J. B. Brown was born in New Hampshire on Sept. 1, 1833. He purchased The Galena Gazette of H. H. Houghton in 1861 and continued to edit it up to the time of his death on Feb. 13 1906.

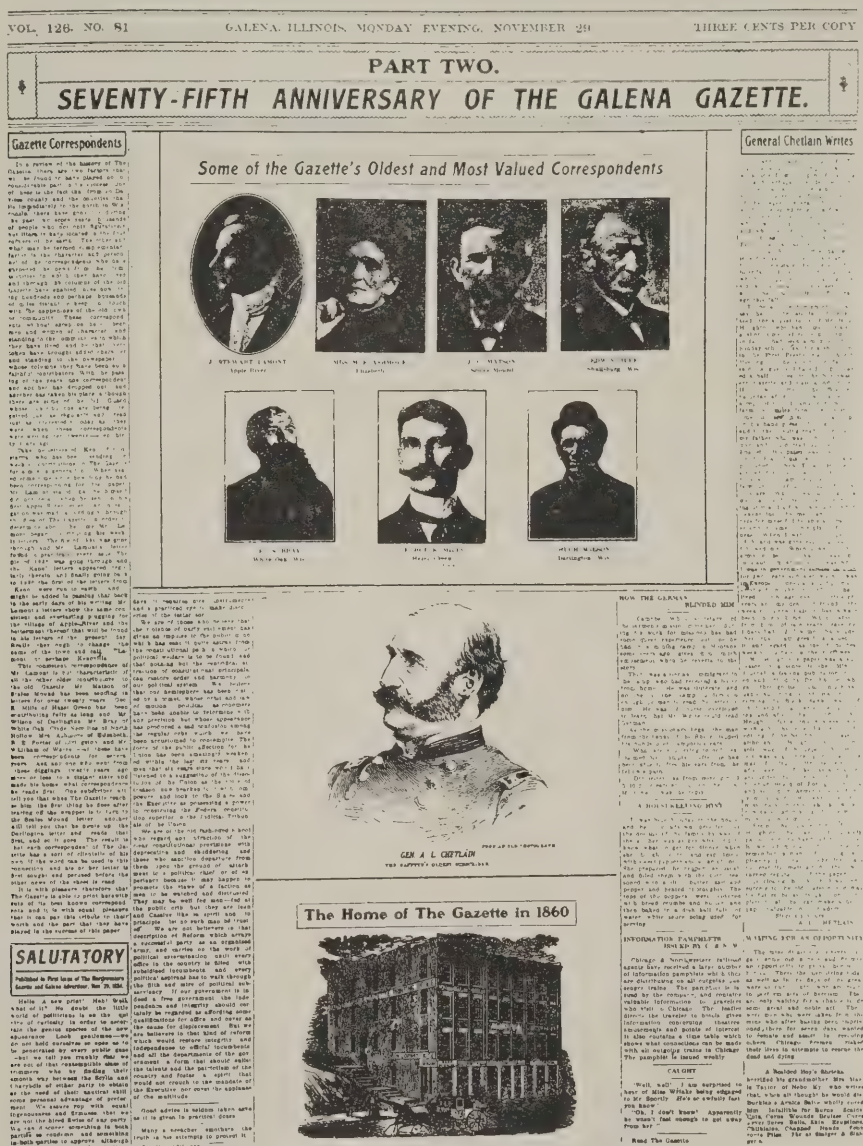
line and make their own way by physical industry—the sweat of their brows. There was a great difference in starting, with boundless, untouched and largely undiscovered resources, in this country, with a population of three million people, as did the founders of the Republic, and starting today with nearly all the land, forests and mines, streams and water powers, pre-empted and in the hands of individuals or great corporations, that monopolize their use or all the wealth to be secured therefrom, while much that did exist has already been wasted. Yet there is increased wealth and greater opportunity in this greater population, and the ability of greater production and the cheaper, more rapid transportation facilities, give the men of this generation a tenfold advantage over their fathers. However, the risks to the individual and the dangers to society and government are greater than at any time in the past. The concentration of wealth in the hands of the selfish few, monopoly, greed and graft, all tend to the destruction of the individual, through the depriving him of rights and opportunities, and to the demoralization of society and the overthrow of free government and bringing about a reign of oppression to end in anarchy, crime, poverty and desolation.

It is well, then, to consider the high, true, patriotic standards of public duty and service set by the newspapers in the earlier days and fully to understand and appreciate the increasd opportunities and the greater and more pressing obligations of these later days of

multiplied wealth and populations, with the attendant, threatening, ever-present dangers of usurpation, of monopoly, over-reaching greed, contagious vice, demoralization and injustice; while editors find it possible, by the wonderfully multiplied facilities for gathering all useful facts and information as to human life, related rights and obligations, better accomplishment, higher, purer, more just and righteous living, to produce much more informing and useful papers, and by the almost incomprehensible improvement in machinery and appliances, are enabled to print and send out the greatly enlarged papers to the augmented populations, reaching tens of thousands or even hundreds of thousands where only hundreds could be reached or served three-quarters of a century ago.

The *Gazette* was first issued, as a daily, June 1, 1848, and was the first daily paper issued in the State of Illinois. The first issue of the Chicago *Daily Tribune* was just nine days later. The paper has had but two proprietors in the last forty-six years. Mr. James B. Brown purchased the paper in 1863 and continued to be the publisher and editor until February, 1896, and was succeeded by his son-in-law, Mr. A. W. Glessner, who is editor and proprietor at the present time. We reproduce two pages of the quarter century issue, in order to show, not only the model style of the publication, but also to present the portraits of the men who have been or are now engaged in its publication.

We wish especially to call attention to the page containing the portraits of seven of the correspondents of the paper. One of these has been sending regular letters to the paper for twenty-nine years and two others for twenty years or more. These correspondents have not only served the paper and its readers but have added to the permanent fame of their respective communities, made their people known and beloved inside and outside of their respective neighborhoods, encouraged them to greater efforts, to needed improvements and higher attainments, and then have sent, through the paper, all the home news of old neighbors,



THE GALENA DAILY GAZETTE

VOL. 126. NO. 81 GALENA, ILLINOIS, MONDAY EVENING, NOVEMBER 29 THREE CENTS PER COPY

PART TWO.

SEVENTY-FIFTH ANNIVERSARY OF THE GALENA GAZETTE.

Gazette Correspondents

General Chetlain Writes

Some of the Gazette's Oldest and Most Valued Correspondents

GEN A. L. CHETLAIN

The Home of The Gazette in 1860

SALUTATORY

to all those who have moved away and settled in "the four corners of the earth."

Here is an impressive lesson as to the value of the neighborhood correspondents.

The *Gazette* has kept true to its earliest principles and traditions, and its influence has gone out through the whole world. Galena has had her great men. The city was the home of Ulysses S. Grant and of Elihu B. Washburn. Thousands of others have gone forth from the city and country to occupy useful and honorable positions in every walk of life. On this correspondents' page the editor says: "In a review of the history of the *Gazette,* there are two facts that will be found to have played no inconsiderable part in its success. One of these is the fact that from Jo Davies Conty and the counties that lie immediately to the north in Wisconsin, there have gone out, during the past three score of years, thousands of people who not only figuratively but literally have located in the four corners of the earth. The other and what may be termed complementary factor is the character and personnel of the correspondents who have garnered the news from the communities in which they have lived and, through the columns of the old *Gazette,* have enabled those now living hundreds and perhaps thousands of miles distant, to keep in touch with the happenings of the old town or community. These correspondents, without exception, have been men and women of character and standing in the communities in which they have lived, and by that very token have brought added character and standing to the newspaper to whose columns they have been such faithful contributors."

Here is a high but none too high an appreciation of the value of neighborhood newspaper correspondents of "character and standing." Considering their importance to a paper, there is not half enough care taken in securing and retaining those who do their work intelligently, conscientiously and worthily.

There is another thought, herein, that is worthy of consideration, it is that of the ever-broadening influence of a properly conducted home newspaper, that not only influences the home community and the members thereof but, through an influence over those who remove to other cities and states, influences, to a greater or less extent, many parts of the nation and of the whole world. Whoever touches and influences the character of a man can never tell how widely that influence may reach or where or when it ends, if it ever ends this side of eternity. How great and unending then is the influence of a paper that touches, influences, informs and inspires from day to day or week to week, many hundreds and thousands during long periods of years. An individual instance of how continued and deep may be the influence of a newspaper is given, in this issue of the Galena *Gazette,* by a model letter from one of the oldest subscribers of the *Gazette,* shown in our reproduction of the page devoted to correspondents, General A. L. Chetlain, now a resident of Chicago ,who says: "To be a little reminiscent, I will say that in the late fall of 1834, I made the acquaintance of Mr. H. H. Houghton, who had come to Galena, a short time before, from Vermont. In fact, I had been a member of his Sunday-school class for a short time in the First Presbyterian Church. Meeting me on the street one day, he said: 'Augustus, I have just purchased a half interest in the *Northwestern Gazette and Galena Advertiser.* If you will come into the office next Saturday afternoon, I will give you a copy of it.' I came in from the farm two miles from town just in time to see him print a copy on his hand press. I took it home and in the evening read the news to my father, who was a born Frenchman and could read but very little Euglish. His paper was the *Courier de Estas Unis,* a French paper published in New York. He subscribed for the *Gazette* for his boys and it came regularly to the farm until I left at the age of twenty years. When I was a clerk in a mercantile house, I had the reading of it and a few years later, when I went into the mercantile business for myself, I became a subscriber and it came to my place of business. When I went to Europe in 1859, and was gone nearly a year, it followed me. When I was in the army in the Civil War, it was my constant companion, so it was in my government service in Utah for two years, and when I was in Europe in consular and diplomatic service from 1868 to 1872. I have lived in Chicago over thirty-eight years and my dear old friend, the weekly Galena *Gazette,* has always been in my home. When absent from home of late years, traveling, I have had it follow me. No wonder, then, that I am greatly attached to it, and regard it as one of the best weekly journals in the Northwest."

We have copied from this letter at some length, for several reasons. In the first place, it is evident that the paper was, from the beginning, of such a character as the editor was willing to place in the hands of his Sunday-school scholar to be read by him in his home to his father. Second, the paper was such as the father was willing to subscribe and pay for as a means to inform and help in the education of his boys and the preparing of them for worthy American citizenship. It is difficult to estimate to what extent good newspapers have had a leading part in the education and Americanization of the youth in the families of those who have come to our country as emgirants from foreign lands. We remember that when we first started a newspaper at Red Wing, Minn., we obtained many subscribers among men who could not read the language, through an appeal on behalf of their children who were to live in and to become citizens of this country. Third, the paper has remained a friend of the boy and the man, to please and influence his life, in different parts of the world for seventy-five years, and the influence that he has exerted and the

work that he has done is in a measure to be credited to the paper.

This incident is one of hundreds and of many thousands and ought to impress every newspaper man with the importance of his work and inspire to greater and nobler efforts.

Over three hundred years ago George Herbert, an English poet and divine, wrote: "He who chastens one, chastens twenty." In these later times, owing to the closer relationship of society and the wider intercourse and constant travel and changes of residence, it may well be said, that the newspaper that really informs, influences or inspires one thousand does, indirectly, the like service for hundreds of thousands.

Rev. Frank W. Gunsaulus of Chicago, in a sermon delivered before the members of the National Editorial Association at the convention in that city in 1893, told most eloquently and feelingly of the influence that the editor, who published the weekly country paper in his county, pure in thought and life, earnest and truthful in every line that he printed, had upon him in the days of his boyhood on the farm.

That editor today speaks through Dr. Gunsaulus to hundreds of thousands in America, as well as to the boys of Armour Institute and the great congregations of the People's Church of which he is the honored and beloved pastor, and he has been so speaking from the pulpit, and on the rostrum, in the school room and from the lecture platforms, and in the press that have quoted his words and carried them to millions for the past quarter of a century.

What then should we say of the possible influence of the home paper at Galena, that for three-quarters of a century has been giving of the best obtainaable to the people of that city and the country adjacent, to the boys on the farms, as well as to the youth in the town, soldiers and generals in the armies as well as to the citizens working out industrial upbuilding, commerce, agriculture, all questions of education, local, state and national government, morals, social well-being, law and religion, not only in Galena and Jo Davies and adjoining counties, but wherever they have gone, in pursuits of peace, or on the battlefields. J. W. Scott, that prince among newspaper publishers, who founded the Chicago *Herald*, and H. H. Kohlsaat, who made it the *Record-Herald*, were both Galena boys.

Daniel O'Sullivan, well known to Chicago newspaper men for the past twenty years, died November 24th, in the Alexian Brothers' Hospital at Chicago. Mr. O'Sullivan was born in Ireland, about 1835. His boyhood days were passed in northern New York. About 1864 he became an organizer of the Fenian Brotherhood, and while prominent in the Irish nationalist cause visited Ireland when the British government was hunting for him and others, but evaded arrest. On his return to America he established an evening paper in Little Rock, Ark. Having sold out this property he came to Chicago, and for a number of years worked on the editorial staffs of leading papers. He was for a while city editor of the *Tribune*, twenty years ago.

Composing Room Equipment

BY THOMAS W. SUDDARD

IT seems always to have been the tendency of printers to neglect the composing-room, devoting their energy and attention to other departments, such as the press-room and bindery. Any printer or others familiar with the business, will agree that it is always easy for the salesman to approach a printer with machinery for use in the press room, or even equipment for the bindery, for in these departments a definite charge is made and it is easy to check the chargeable hours and to know exactly how much lost time and non-chargeable time there is in any given space of time. The composing-room has always been considered a losing department, or if not a losing proposition, one where no profit could be looked for. A few years ago, any printer who claimed that he was making a profit in his composing-room would not be taken seriously. The present movement along the line of printing cost which is agitating the country has been the means of showing a number of printers that the overhead expense in their composing-room was much higher than it should be and has led them to investigate the cause of it. It will be perfectly manifest to anyone that in the business where the slowest methods are used, there is little chance for profit, and furthermore, that the hour cost is bound to be higher than in a plant where time-saving equipment is in use and there is no time lost by reason of inconvenient arrangement.

A comparison of the pay-roll in the average shop will at once convince anyone interested that the composing-room is worthy of the most minute investigation and careful consideration, for it will be found that in most instances that the composing-room pay-roll is larger than that of the press-room, with of course the exception of plants where press-work only is done. Most modern busines men will agree that material is cheaper than labor and that money expended on the pay-roll is gone forever, while investments in equipment are always productive of profit and either reduce the pay-roll or else it remains the same, increasing the number of chargeable hours per dollar of pay-roll.

In the consideration of the composing-room problem there are many elements which must be given careful and earnest attention. However, the one important fundamental is the arrangement of the room. As no two printing plants are are alike, the work being different in almost every composing-room, it is practically impossible to lay down set rules to adhere to in the arrangement of the composing room. In fact, it is scarcely possible to present an ideal arrangement for even the average plant, for while we might find it possible to strike an average on the basis of men employed, volume of business done, investment, etc., we cannot find any average when it comes to the consideration of the class of work being done, the manner in which it must be done, time required to do it, etc. There are probably no two plants that have the same conditions to meet. Therefore, what would be just the thing for one printer would be altogether wrong and the source of much lost time in the plant of another. Generally when the arrangement of the composing-room is taken up, the designer goes at the matter in the wrong way, although a perfectly natural one at first glance, the tendency being to take stock of the material at hand and then try to see how this can be fitted in to the best advantage. When looking at the problem in this way, any designer might very naturally be hampered by the apparent impossibility to achieve the right result with the equipment he has to work with, while if the arrangement would be taken up in the really one logical manner—namely to decide what is

the proper arrangement, regardless of material and equipment, it might be found that a considerable amount of the cabinets, etc., already on hand would be used with the new arrangement; or where it was not convenient to make the immediate investment in the new equipment necessary, the old could be used in connection with whatever new was purchased and the new equipment necessary could be added, all according to some general plan of an ideal arrangement. The point the writer has in mind and wishes to bring out is that the arrangement should be considered first and entirely separate from the equipment and when the proper arrangement has been decided upon, there is ample time to take up the subject of equipment and to decide on suitable designs that will work out in general harmony with the arrangement, all towards the one end of reducing the lost time and increasing the output, at the same time reducing the overhead expenses.

The writer would not attempt to lay down his ideas of an ideal equipment. As explained before, this is something that would only be imaginery, and in practice be bound to prove unsatisfactory. However, to give an idea as to what has proven ideal in specific cases, we will show floor plans and descriptions of large plants around the country which it has been the writer's pleasure to design and equip. This article will follow in later issues of the NATIONAL PRINTER-JOURNALIST.

A Printing Trust Advocated

The Business Man's Magazine, of New York City, wants "A Printing Trust." The basis of the argument is that a trust is an evolution of business, which, "by elimination of waste and friction, gives the maximum of result for the minimum of effort or cost," while monopoly is an unnatural and despotic prohibition of competition and "when a trust is becoming a monopoly, competition is the remedy." "Selling organization" is defined as "the ability to create a demand for any particular line of goods, to take orders to distribute and to collect."

With these premises, the paper proceeds will the following statements and conclusions, that while they will probably not cause printers to enter into a trust at once, still contain truths and suggestions that are worthy of consideration:

PRINTER GETS LESS THAN HIS HELP.

At the "First" International Cost Congress, held in Chicago, October 18-20th, The American Printers' Cost Commission tried its best to interest the printers with the cost system.

While the intentions of this congress were undoubtedly the most commendable,—and it is quite possible that the cost commission succeeded in arousing the printers' curiosity as to the actual cost of their product,—the whole matter is of little importance, for the simple reason that the printer, under present conditions NEVER WILL GET HIS PRICE.

There are over 30,000 printing plants in the United States, and the number is steadily increasing. At the same time, considering the amount of idle machinery, waste in labor and materials, it is safe to conclude that if properly organized one-third of this number would supply all the present demand for printed matter. The fact of new little plants springing up now and then proves the remarkable lack of organization, which makes competition in routine printing possible. Nothing is easier than to start a printing business. A few hundred dollars, enthusiasm, and anticipation of future orders and profits, will do it. Presses, type, fixtures, etc., are secured on easy payments on the installment plan from competing manufacturers who, in the case of failure, are amply protected by the amount of the cash payment, with interest-bearing notes, backed by a chattel mortgage on the outfit.

After the plant is secured, the next task of the newly-born printer is to get orders. THE AMOUNT OF WORK HE CAN SECURE AT THE AVERAGE MARKET PRICE WOULD NOT PAY HIS RENT AND PAY-ROLL, thus he has no thought of cost: "What is the use?" But he knows that other "successful" printers he has heard about—started under similar conditions. So, in order to keep his plant "busy" and lose as little as possible, he takes work at any price.

Finally his personality, luck, pluck, good work and service secures him a line of customers AND HE TRAVELS NOW—A GOOD LOSER—IN A SLOW COMPANY OF AMERICAN MASTER-PRINTERS. He pays his rent, he pays his help, pays off the mortgage, sometimes his bills, works day and night—and he himself GETS LESS PAY THAN HIS HELP!

Something is wrong, he begins to think, and, after considerable deliberation, he finds the reason. He can't get enough work, and his competitor can underbid him.

REASONS AND THE REMEDY.

The time when the cost of printing depended mainly on the cost of labor is PAST. With modern equipment and modern system and organization, both in the manufacturing and the selling departments, an organization can and will underbid an individual, no matter how low his price may be. Take a letterhead, for instance. An individual at the lowest possible cost of labor with the cheapest possible location and equipment, could not possibly produce it at a cost of less than $1.00 for a single thousand. An organization which makes a specialty of this particular class of work can do it at a cost of 60 cents for a single thousand. A better organization, where this class of work is only one of the departments, could produce it at a still lower cost.

The rebates on the cost of paper in large quantities, the cost of handling it, as well as all other materials and supplies, the rebate on the cost of machinery on a cash basis efficiency of modern typesetting machinery and presses, cheaper rent, better facilities of distribution, service collections and SELLING ORGANIZATION—all these leave NO POSSIBLE CHANCE FOR THE INDIVIDUAL—NO HOPE.

Exact knowledge of cost is the foundation of every organization. The printer who cannot find his cost of manufacturing, would be BETTER OFF TO GET OUT OF BUSINESS AND WORK FOR SOMEBODY WHO CAN.

In order to accomplish something worth while in the printing industry, a business man conducting it, must have, first of all, an exact knowledge of cost,—both of the manufacturing and selling.

He should increase first his sales, BUT NOT HIS PLANT, unless he has an idle capital. HE WILL FIND that it pays to give the surplus work to other printers, and that the advantage of the selling organization alone enables him no only to get a better margin of profit for himself, but that the printer who does his work will also get a better profit than he would by taking the work direct.

After securing enough of a certain class of work he HAS THE CHOICE of installing for himself the necessary machinery to do it, or to CONTROL the manufacturing organization of the other printer, to mutual advantage.

Edward Chamberlain, of Iowa City, aged ten years, is probably the youngest editor in the State of Iowa. He is the head of the *Grammar School Weekly*, a four-page publication gotten out in the interests of the students in the local grammar school. His brother, Harold Chamberlain, thirteen years old, is busines manager. The pages are 4 x 6 inches and the paper has forty-nine subscribers who pay five cents for two months. The two boys have issued several numbers.

Delays Are Dangerous

A Sermon by the Editor of the Springfield, Ill. *State Register*, in the "Trade Early' Special Edition, December 5th. Following an editorial on the Plan and Contents of the Magnificent 80-page issue.)

(The Newspaper Sermon—Delays are Dangerous.)

"Whatever thy hand findeth to do, do it with thy might."—BIBLE.

HE text for this Sunday talk may be applied to teach not only enthusiasm, but also promptness and industry. It can be used to remind our readers that they should do their Christmas shopping early, as well as to hunger and thirst after righteousness, and be promt and enthusiastic and industrious in their religious duties.

Half-heartedness is the rankest and most destructive weed in the garden of work. It is the promoter of procrastination. It leads to delay in doing those things which should be done with all our might. People who have the ability and the opportunity to do the right thing and in the right way, too frequently neglect, put off, delay doing what their hand finds to do, and what their heart and soul find to do, until they cannot, or can scarcely succeed in reaching the goal to which they aspire.

Delays are dangerous. Don't put off until tomorrow what can be done today. These are old but true sayings. Many a battle has been lost through delay. It was Napoleon on the field of Waterloo, who exclaimed: "Oh, that night or Blucher were here!" Waterloo was lost and Napoleon was sent a prisoner to Elba, because Blucher didn't do with his might what it was his duty to do.

If one wants to succeed in anything he undertakes he must be prompt, industrious, active and enthusiastic. If the church member wants to see Christ's religion serve its divine purpose he must go about his part quickly and enthusiastically and with his might. If one desires to do good in this world, to do something for the uplift of humanity, and to be successful, he should do it with his might.

Felix, the gvernor of Caesarea, trembled when he listened to the eloquence of Paul, reasoning of righteousness, temperance and judgment to come. He knew his duty—had it pointeed out to him by Paul; but instead of acting promptly and accepting the truths of Christianity, instead of doing with his might that which his trembling soul felt it was his duty to do, he said to Paul: "Go thy way for this time; when I have a more convenient season I will call for thee." Felix procrastinated, and there is no record that the convenient time for him ever came.

How many people today put aside their convictions of duty with the plea that they will perform their duty when a more convenient season comes?

Will a convenient seasou ever come to those who fail to realize the importance of a duty and the obligation that rests upon them to do it with their might.

"With their might," means a great deal. These words carry with them the idea of speed, power, effectiveness and success.

Those who do things with their might cannot fail. They do not delay, put off, or procrastinate in the work they have to do. Whatsoever their hands find to do—be it Christmas shopping, or Christmas giving, or helping to better the world and mankind in any way—they do it promptly and with a purpose to make themselves and other people happier by so doing.

Until we can apply this great force of doing things with our might to do everything right that we do, we cannot expect to find that happiness that our Father has stored up in this life for us, nor confer upon others that happiness which it is in our power to give. And surely the giving of happiness is one of the greatest things in life, as it is the surest way to get happiness.

Let all our readers think of these things at this season of buying and giving, think of them not only as they may be applied to religious duties, but also as they may affect themselves and others in the affairs of every-day life. We all know how much comfort we can give to others by not putting off until tomorrow what we can do today.

Therefore, "whatever thy hand findeth to do, do it with thy might"—in religion, in business, in the church, in the world. Whatever that duty is, or whenever and wherever it comes to us, it behooves us that it be done with our might.

THE EDITORIAL.

Paved streets, splendid dwellings, magnificent churches whose spires pierce the clouds, big industries, belted wheels, up-to-date mercantile establishments, sky-scraping office buildings make a city great. But no one factor more correctly reflects the magnitude of a city more accurately than the daily newspaper.

When a vast newspaper like this big "S-H-O-P E-A-R-L-Y" edition of the *State Register* today, or like the great 72-page "Springfield Beautiful" edition of the *State Register* of October 3rd, is sent broadcast over the country, readers are not only interested by the paper's magnitude, but are impressed that such a paper must come from a great city.

It is with no little pride, therefore, that the *State Register* sends out these great newspapers as the most effective "boost" the city can have.

Today's big edition contains 80 pages, and is the largest newspaper ever published in this city, breaking the record made by the *State Register* October 3rd, when we issued the 72-page number.

Today's issue, while planned primarily to give special emphasis to the timely exhortation to "Shop Early," contains not only innumerable early shopping suggestions, but is remarkable for the completeness of the news sections and the regular edition embellishments.

First of all we wish to remind the readers of the importance of the advertisements. The twenty-page directory section should be a valuable guide to all shoppers. A comprehensive index of the contents is found on page one of the directory.

The display of advertisements are unusually bright and interesting and are of great value to Chistmas shoppers in showing where to buy, what to buy and how to select Christmas gifts. An index to the display advertisements will be found on page two of the first section.

A comprehensive NEWS index will also be found on page two of the first section. The news section will include the telegraph news of the entire world "covered" by the Associated Press which employs the greatest staff of correspondents the world has ever known. From all parts of the state special news is received from special *State Register* correspondents. The local news is thoroughly and carefully "covered" by a competent and talented local staff of editors and reports.

Then, too, there is a comic section with amusements for the children, a woman's page, drawing lessons for the little ones and other features.

Special features elsewhere in the paper deal with feminine fancies, Christmas shopping hints, suggestions for children and selected miscellany for young and old.

Of "news features" to embellish the usual telegraph and local news there are so many we cannot here detail them. There are shop-early stories, congressional stories dealing with the opening of Congress tomorrow, Springfield as a real toyland, England's great budget battle, report of the secretary of agriculture in its entirety, sporting news of all sorts, Springfield as a shopping center fifty years ago compared with Springfield as a shopping center today and great volumes of reading and pictorial matter dealing with a wide range of subjects to meet the innumerable tastes of our thousands of readers.

While reflecting the energy, enterprise and virile force necessary to produce such an edition, this big record smashing "Shop Early" number also reflects the tremendous importance of Springfield as a great city and ideal shopping center. It is a great, 80-page advertisement for Springfield, and a powerful remdiner as to the need of shopping early which will undoubtedly bring a big increase in business in this city among our advertisers.

Items of Interest

John Livingston, city editor of the *Gazette,* and a pioneer daily newspaper man of Kankakee, Ill., has left and joined the staff of the Chicago *Tribune* as a reporter. He served about ten years in Kankakee.

The National *Democrat* is a newspaper at Des Moines, Ia. The paper is to support democracy in all phases and will be managed and controlled by a number of the most prominent Democrats in Iowa. William Porter, well known all over the United States as a forceful political writer, and W. A. Hutton, of Des Moines, are the editors.

A newspaper is to be launched at Wausau, Wis. Ever since the *Daily Herald* was sold out to the interests controlling the *Daily Record* and with which the *Daily Herald* was consolidated, abortive attempts have been made to establish a paper which would pursue the course and adopt the policy of the *Daily Herald.* The first number of the paper appeared during the first week of December. It is the ultimate object of the company, which number 100, to publish a daily paper.

E. C. Dwyer, city editor of the Kenosha, Wis., *Daily* Journal, has resigned his position with that publication and has gone to Notre Dame University to enter the law school and prepare himself for practice of law. He is succeeded by Oscar J. Heard, Jr., who has been on the staff of the Freeport *Bulletin* for a considerable time. A newspaper training is helpful to a lawyer, and the study of law is alike helpful to a newspaper man and the newspaper man generally returns to the calling.

John S. Kelly, alias Kennedy, alias F. A. Nelson, arrested in Chicago recently for collecting funds on the plea that they were to be used in building a home for newspaper men, was re-arrested Saturday as he left the Criminal Court building after seeking a change of venue. E. C. Shankland, a civil engineer, accused him of operating a confidence game. He gave Kelly a check for $50, November 18th, to assist the "National Press Association," which does not exist, in building the home for newspaper men.

Orra F. Havill, editor of *Havill's Every Morning,* an independent daily newspaper, published at Mount Carmel, Ill., spent his Thanksgiving in jail. But he is still editing. He is not downcast. With a defiant blue pencil he wrote the principal headline which appeared on the first page of his paper the other morning: "Havill in the Coop." That's the way he feels about it. Scorning to ask for his release on bond, he has chosen to serve his sixty-day sentence on a charge of criminal libel and he has transformed his cell into a sanctum.

James Lamont, the first prohibitionist to be elected to the Illinois Legislature and father of the first local option bill, which provided for county option, died at Rockford, Ill., last week. He was born in Cincinnati in 1840. The family removed to Winnebago County at an early date. In 1880 he founded the *Monitor,* a publication devoted to the cause of temperance, and in 1886, in a four-cornered fight, he was selected representative, receiving the highest vote. Later he published the *Lever,* which was later sold to John G. Wooley, who took it to Chicago, Mr. Lamont continuing as editor until it was consolidated with the *Voice.*

When the plans of John C. Eastman, owner of the Chicago *Journal,*—who is now establishing one of the prettiest country estates between Crown Point and Schererville, Ind.—are complete the acres recently purchased by the Chicago editor and publisher will be the home of one of the best and most modern equipped dairy farms in the country. Already a mint of money has been spent on a mammoth barn, capable of housing some forty or fifty head of cattle, and the convenience and equipment devised by the owner and his advisers throughout the entire building is a revelation of the modern methods of up-to-date dairying.

Mr. Frank T. Hull, who has filled several important positions in New York and Boston printing establishments, is now superintendent of The University Press, Cambridge. Mr. Hull has an especially good reputation for ability to produce fine illustrated work and he will have an excellent opportunity in this direction at The University Press. *The Printing Art* is one of the best known pubications produced by this establishment, and the book work for Boston, New York and Chicago publishing houses also includes a wide range of general illustration and color printing. The University Press is having an unusually busy season, considerable additions having been made recently to the pressroom and to the composing-room equipments.

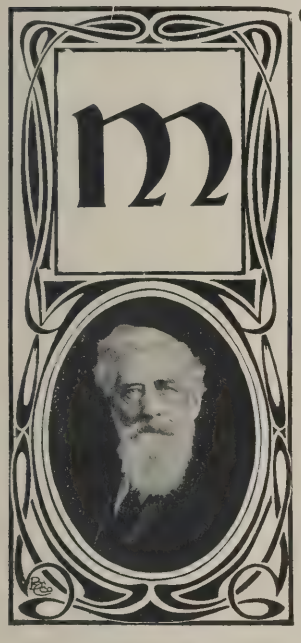
Service is one of the chief characteristics of the Dodge Manufacturing Company, power transmission engineers and manufacturers of the Dodge line of transmission machinery, Mishawaka, Ind. This is largely based upon the maintenance of large stores and warehouses in many of the principal cities of the country, in connection with expert engineering departments, which makes possible immediate deliveries and the solution of knotty transmission problems without delay.

From time to time the Dodge people have enlarged and extended this service until it now takes in nine points: Boston, New York, Brooklyn, Pittsburg, Philadelphia, Cincinnati, Chicago, St. Louis, and London, England. Announcement has just been made of the addition of Minneapolis, Minn., and Atlanta, Ga., to the list. These two branches will serve the twofold purpose of local stores and distributing stations for the Northwest and the Southland.

The Minneapolis store is located at 202-204 Third Street, South, and the warehouse at 312 to 320 First Street, North. The agency arrangement with the Minneapolis Steel & Machinery Co., has been discontinued. Burke Richards, former resident salesman at Cleveland, O., has been promoted to manager of the Minneapolis branch.

The Atlanta branch and warehouse is located at 54 Marietta Street. S. L. Dickey, resident salesman at that place, has been appointed manager. No change has been made with any of the agency connections in the south.

EDITORIAL NOTES AND POINTS



MORE now than at any other period in the history of this land or of the world, ought all men to take into consideration, mutual obligations, relations and dependences. This, not alone, on account of the greater and denser population, but because of the closer relationship through commerce and travel and through the modern means of intercommunication by universal postal service, by telegraph, telephone and the newspaper and periodical press. The broad, logical-minded Paul, with a view that took in all the relations of men and, through a reasoning that has never been surpassed, traced these to conclusions, as to dependencies and obligations, that can never be controverted, wrote: "Wherefore putting away lying, speak every man the truth with his neighbor, for we are members one of another." Never was the fact more apparent than now, that all human beings "are members one of another" and "an injury to one is the concern of all" and of each. We have called attention, elsewhere, in our article with regard to the seventy-fifth centennial of the Galena, Ill., *Gazette,* as to how widely this is true of the newspaper press. Since writing that article, our attention has been called to an address printed in the *American Press,* by Carl Nelson, publisher of the Towner County *Democrat,* delivered before the Cando, N. D., High School, on the "Partnership of the Newspaper and the Right Thinking Citizen." It is a partnership that exists between the press and every reader thereof or contributor thereto.

Mr. Nelson said:

> There is no individual in any community who has more partners in his business than the newspaper man. These partners may be active or silent, interested or indifferent, appreciative or cynical, but the partnership, with all its influences for good or ill, is nevertheless binding. When you enter a newspaper office or post a letter to the circulation manager ordering a newspaper sent to your home you are at that moment forming a co-partnership that will be of far greater influence upon your life and the life of your family than you can possibly imagine unless you had previously given the matter serious thought.

No true newspaper man will fail to give this matter of the influence of his paper conscientious consideration. There is a business, economical or commercial as well as an ethical side to this matter. No worthy, permanent success can come to a publication that either deceives or tends constantly to the demoralization of its readers. The bonds of human dependence, relationship and interest, of society and government, are too closely knit today, to be ignored, slighted or broken with impunity by anyone, much less by that wonderful, modern agency that seeks to serve all.

* * *

One of the increasing difficulties of this age, in publishing and printing offices, as well as in all industries, employing vastly multiplying numbers, is the proper and equitable adjustment of the rights of the employer and the employed. This question recently came up in a discussion at a meeting of the Ben Franklin Club of Chicago. The trouble is, to properly ascertain the earnings of each among so many employes and to give such wages as will give proper recompense, secure contentment, zeal and continued service and do equal and exact justice to all without creating jealousies, arousing discontent, or an over-reaching greed on the one side, or causing demoralization on the other side. It is unfortunate that too many workers do not seem fully to appreciate liberal treatment and if paid wages above the ordinary, drift into the idea that they have an "easy mark" that can be worked, and not, infrequently, are inclined to squander the increased wages in dissipation to the unfitting themselves for the continuance of profitable productive work. This is not characteristic of those working for wages alone, but applies as well to others who make large profits or become suddenly prosperous. It seems difficult for many to understand that all honor and worthiness exist in what one really earns or produces and not in what one receives. It was suggested in this discussion, that profit-sharing, above the ordinary wage, was the only solution of the difficulty. But profit-sharing to be fair or really useful in stimulating to endeavor, must be based on the actual earnings of each and must be so understood, and be fully appreciated as a just share of intelligent, productive endeavor. Besides, the improvident are to be dealt with for there are many who seem to have no higher view of life than that of expending all that they

receive and the more they get, above meeting the demands of existence, proves the greater curse. Proper education and training will largely remedy the last-named difficulty but how to ascertain the production of each, so as to be just, is something that will still remain to be solved. However, we have great faith in profit-sharing, coupled with an intelligent, systematic record and understanding of all departments of the business, and kind, considerate treatment, with the spirit of true human interest and friendship. Profit-sharing is no longer an untried experiment. It has been made a success.

* * *

It is best for business and for all productive industries, as well as for individuals, that each should receive, in full measure, what is earned by his knowledge, skill and labors. To receive more is a sort of theft and is demoralizing. This is no less true of public office than of private employment, and is just as applicable in principle to the President of the United States, Members of Congress and postmasters, as to manufacturers, printers, publishers and day laborers. Yet men often glory more in what they get above what they earn, than in their earnings. Stealings that should disgrace, condemn and bring to punishment are flaunted, with pride and vain glory, in the face of honest worth and of full value in service or production.

There are, in business and manufacturing, questions of investment, risks, losses, overhead expenses, and salesmanship to be considered, but he who gets labor for less than a just payment for services rendered, in proportion to the net earnings of the business, is an unwise extortionist and justly counted a thief. Not alone, however, is the manufacturer or the merchant involved in the wrong. Those who demand goods at less than the just and fair cost of production are likewise sharers in the guilt, though it may be through ignorance. The constant, selfish, inconsiderate demand for cheapness in prices is dishonest and the fruitful mother of wrong, oppression and dishonesty. It has been recently charged that starvation wages in large department stores and factories, drive girls to prostitution and white slavery. The customers of such establishments are sharers in the wages of that prostitution and white slavery. He who seeks to win profit by underpaying or overworking girls, or women or others, is not only a thief but often, in effect, a loathsome procurer or panderer as well as an enslaver and murderer and the customer who buy his products, is a sharer in his crimes.

* * *

Let the press, instead of lauding those who have obtained or hold wealth or position through craft, oppression, dishonesty and wrong, or who receive pay above what they return in service or production, be anathema, be exposed, condemned and spurned, and proper praise be accorded only to honest worth, however humble.

Let the press. in this God blessed, fruitful land, sound a relentless battle against cheapness, shoddy, pretense, monopoly, trickery, theft, and all false-show, and head the battalions of honest, just producers and faithful servitors in private and public life, until honest worth, patriotism, justice, righteousness and goodness, come into their own. When that time arrives, there will be no disputes that cannot be settled by honest arbitration, no burdens or obligations of life or government that will not be gladly and easily met without coercive laws, imprisonments, punishments, or deceitful, burdensome, uneven or unjust taxation.

* * *

A copy of the "Tourist Edition" of the Cuba *Post,* that has reached this office, shows a wonderful success in newspaper making and tells an enchanting story, attractive with excellent halftones, portraits and illustrations, of the still more wonderful improvement and development of this Gem of the Antilles. The portraits of President Gomez and his cabinet as well as of other officials, show that Cuba's executives and representatives rank, in those features that indicate intellect and refinement, character and statesman-like appearance, with those of the greatest and most-illustrious nations on earth. The illustrations make one to realize that Cuba is pre-eminent for attractive architecture, in its old cathedrals, churches and public buildings, palaces, hotels and best residences, as well as in the tropical beauty of its scenery. Cuba, for the securing and establishing of whose liberties, this nation waged a philanthropic and unselfish war, must ever be of great interest to all Americans. That this island country is showing itself worthy of the efforts unselfishly undertaken, the battles waged and the blood shed in her behalf, is cause for universal gratification. The press is the best indicator of the progress made. Now that the members of the National Editorial Association are to visit Cuba next February, a still deeper interest in all that pertains to her attractions, as well as to her upbuilding and wellbeing, will be felt.

The *Post* gives great credit to General Wood for his services in freeing the Island from yellow fever, and to Governor Charles A. Magoon for giving Cuba roads, for which her most representative citizens had been striving and petitioning for two hundred years. The contrast between the old and the new roads, is made most strikingly apparent by halftone illustrations on the first page and is not without its important lesson to most of the States of the American Republic. We have led the world in railroad construction, but there has been a sad lack in the intelligent, permanent building of the public highways over which all the products of the fields, the forests and the mines must be carried to the markets, to say nothing of the travel through the country for business and pleasures and merchandising generally. The articles devoted to education are of especial interest as showing that agriculture and the industries are not being ignored. Cuba and Havana, its

historic capital, are above all of peculiar interest because "they are so different from others," from anything in our America.

* * *

A proposition has been made that all accounts of crimes, be confined to one page or one department of the newspaper, as are now sports and dramatic news. The idea is not without merit. There might be some difficulty, as crimes have no set dates, or hours to occur, but then, where accounts come in late, they could be marked, "Received too late for classification." The idea of orderly classification of the contents of a newspaper into proper departments cannot well be carried too far. Every reader in these times, should be able, with the least trouble to himself, to find what appeals to him most, without being compelled to search through matter in which he is not concerned.

* * *

"The Largest Primary Wheat Market in America," under the head of the first page of the Harvey, N. D., *Herald,* seems like an old acquaintance. In February, 1874, we issued a special number of the Red Wing, Minn., *Advance,* giving similar prominence to the claim for Red Wing as "The Largest Primary Wheat Market in the World." We made no exceptions and the claim was never disputed. However, since then, the wheat producing center has moved west—dairying and the rotation of the crops, which we strongly advocated, have followed "wheating"—and we have no reason to question the claim now made by the *Herald* for Harvey, with its over 2,000,000 bushels of grain marketed this last year, though we claimed over 3,000,000 bushels for Red Wing in those earlier days, when there were fewer railroads and local markets reached out to larger areas of territory. The *Herald* is a well gotten up and tastefully arranged and printed paper, worthy the prosperous section that it covers and represents, and rightly exploits in matters of its trade, products and advantages, as is the duty of every newspaper. The advertising patronage is liberal and its artistic composition and arrangement are worthy of highest commendation. Seven of the sixteen pages are in German, and German text is used for both the advertisements and the reading matter. This indicates that the *Herald* has a large German constituency, a constituency that in our experience, proved desirable. They are substantial, constant and loyal when once won as patrons—are the Germans.

* * *

With the motto, "Hustle for Hillsdale," printed under the title heading of each section, the Hillsdale, Michigan, *Standard Herald* issued a most attractive edition on December 13th, of thirty-eight full, seven-column pages, and made good and lived up to its mottoes in spite of the hoodoo supposed to lurk in the unlucky date. We were fully prepared to read and believe all good that could be written with regard to the city. Part of our favorable impressions date back forty-three years and come from one of those early incidents in life that remain in memory though little in themselves. It was when we were first absent from home for any considerable time. We were attending the State University at Ann Arbor, and, on a bright October day, while walking down one of the lovely streets, a gentleman rushed up and grasped our hand in a joyous and friendly manner and when he found his mistake, said that he thought we were Prof. —— of Hillsdale. Some way, we have always had a kindlier feeling for that beautiful city ever since and we have often wondered who this man's friend may have been and what has been his destiny in life. That greeting, though mistaken, was grateful to a lonesome young man among strangers.

* * *

Michigan is noted for her beautiful cities, her model university and schools and her excellent newspapers, and, among the latter, the *Standard Herald* occupies a worthy place. This "Hustle for Hillsdale" issue is in six well-arranged sections, appropriately illustrated, filled with all good things as to the city, the times and the holiday occasion and with a wonderful wealth of well-gotten-up and well-set and arranged local advertisements. An index of contents is given in the center column of the first page of the sixth section, which was printed last and unexpectedly increased, through demands for more space, by two pages over what had been planned. The "Santa Claus Letters" from the children, that, years ago, were made a great success by Past-Presidents E. W. Stephens and Walter Williams, in the Columbia, Mo., *Herald,* and by many other newspaper editors and publishers since then, appear prominently in every one of the six sections. These letters are ever new and dear. It would be a sad world if we had not the little children with their love, their sweetness, their purity, their little wants and their trusting faith, always with us, like the poor, though in the happy time of man's ennoblement and perfection, we may be able to get along without the poor, but never without the children. The wise newspaper man never forgets the children nor youth in the conduct and make-up of the paper. One of the little boys of nine years asks Santa for a book, "Black Beauty" and "Uncle Mickey's Story" and a sword, which shows that a love for and kindness to domestic animals and a soldierly patriotism, are found in the teachings of the Hillsdale children. Of course, our thought here is to give suggestions that will be of value to other newspaper makers and we find many of these in the table of contents which reveals that all the local interests, industries, financial institutions, mercantile establishments, benevolences, schools, churches, advantages, municipal plants, clubs, societies, the local postoffice, the library, the college and the *Standard Herald*—have been taken up and treated systematically, and the treatment of all these made more informing and instructive

by contributions from the heads of all these institutions, organizations and activities. The members of the newspaper force are appropriately introduced by portraits and brief, modest sketches of their lives. From these we learned that the editor, D. W. Grandon, was for nearly twenty years owner and publisher of the Adrian *Daily Telegram,* was then interested in the publication of the Ann Arbor *Daily News* and last spring, purchased the two weekly papers in Hillsdale and established the *Daily Standard Herald* and that his son, George G. Grandon, is associated with him, as city and telegraph editor. We believe that the readers of newspapers are interested in its makers and that their personality should be known. The first sections of the paper are devoted to the manufacturing or industrial interests which are ably set forth. The following from the editor's own story of how the paper's contents have been secured and handled will prove a profitable study by all our newspaper readers:

Turning from the industrial section to the second section which is devoted to the interests of Hillsdale as a gradually but steadily growing city, the public will be interested in the large number of new buildings and improvements which have been made. Passing day by day these various activities, one becomes accustomed to the improvements going on in a sense, and yet one never realizes until the list is assembled and printed in some newspaper, the large amount of public and private improvements. This section is devoted to the interests of real estate, banks, and the advantages of the city from a club and social standpoint. Passing to the third section we have Hillsdale as an educational center, with a write up of our excellent college and public school systems which makes a strong feature. In the fourth section we have presented Hillsdale as a religious center. All the pastors in the city were invited to write a few lines on this topic, and all have responded but two, who were unable to do so. These features make a strong presentation of Hillsdale's advantages, first as an industrial center, second as a good residence and home town, third as an educational center, the heart of a large business and financial community, having splendid club and social facilities, with unusually deep religious and moral sentiments pervading the entire community. The town as a whole is one of which our citizens have reason to be proud. With such a city, with such a spirit, with such a determination as is manifested on every side, to go ahead, and make more improvements, make better improvements, build up our interests, strengthen our schools, support our college, sustain our churches, and maintain agreeable and pleasant social relations, there is no room for the knocker and the kicker in the town. Of course there are always things done that ought to be done better and could be done better, but on the whole, the knocker has very little opportunity to put in much time in Hillsdale. Everybody who amounts to anything of moment is too busy hustling to listen to the knocker.

The *Standard Herald* feels that it has been especially fortunate in securing the contributions which appear in this edition. The good feeling and good fellowship expressed by the pastors of our churches is a situation that can be emulated by all classes to the advantage of everybody. The sentiments expressed by the president of our college, and superintendent of our pulbic schools, indicates a feeling in the community that will be satisfied with nothing less than the continued advancement of our educational interests. The facts presented by the president of each of our three local financial institutions shows a remarkable growth and development of Hillsdale during the past generation and indicates that conditions are favorable for a continued development. The strong letters from a number of club and social leaders clearly shows the splendid character of Hillsdale society, which provides conditions exceptionally attractive to all those who desire to have and hold the best of social relations. The special papers contributed by the real estate and industrial interests are full of promise for the future and indicate that the growth of the city has been steady and substantial, and anyone can invest in local property with the full assurance that his money is safe, and if the town continues to grow, his property will continue to increase in value. The *Standard Herald* could have secured scores of letters of similar character without question, but only invited those who were the responsible heads of the various interests, for the reason that our space would not permit the publishing of the splendid things that could be written or printed in behalf of Hillsdale, by many of our citizens who are always ready and willing to work for the growth and advancement of the home town.

Publishers will do well to read and then mark this editorial for future reference, when they enter upon the getting up of a special number for the benefit of their respective cities. Every issue of the NATIONAL PRINTER-JOURNALIST should be preserved and, at the end of the year, be bound in a permanent volume. The issues of each year contain hundreds of suggestions from both printers and publishers that will prove worth hundreds of thousands of dollars in the future, if only kept where they can be found when needed.

* * *

No. 1, Volume I, of the Manasas, Va., *Democrat,* is a new visitor at our desk. It is well printed and has one noticeable feature, worthy of adoption by weekly home newspapers: the news of the State is given in brief paragraphs by each day of the week. The editors, Garrison and Slingerland, in a signed "Salutatory" set forth some excellent newspaper ideals and principles as follows:

We shall publish a modern newspaper, chronicling the events of each week truthfully, fairly, impartially and presentably. Idle gossip and imaginary rumors tattled about and accredited to that mervelously mysterious origin "they say," will be rigorously eliminated from these columns. Live local news of town and county, important state happenings and leading world events will comprise the news section of the Democrat. Feature, human interest and serial stories, livened by dashes of wit and leavened by authoritative articles and departments, will be presented in attractive form.

There is no influence powerful enough to control, subsidize or suppress the utterances of this newspaper or to sway it in the slightest from its standard of right. The belief of the editors shall be expressed without fear or favor."

The paper is set in ten point type, has a clean first page, free from ads, showing that the paper is printed for the subscriber, and the advertising composition is excellent and properly placed at the right of the reading matter, largely in double-column spaces. One full page ad shows exceptionally strong and artistic composition. The type faces are few, appropriate and up-to-date.

The Neponset, Ill., *Messenger,* came out on December 10th, with a timely Christmas number in a gorgeously attractive cover in colors, that seems to have been as drawing in the way of securing advertising, as pleasing in design and brightness for the little folks. These Christmas covers, gotten out on the co-operative plan by plate and ready-print establishments, have their uses in spreading abroad the joys of the Christmastide and helping to fill the newspaper man's stockings, or his purse, which is much the same.

* * *

Findlay is one of the prosperous, attractive cities of Ohio, a State famed for its ably-conducted and prosperous newspapers, still, Findlay is a city of less than thirty thousand people, and it is certain that no newspaper in a city of its size or much larger, has ever equalled the advertising record made by the Findlay *Morning Republican,* in its issue of December 9th, when it printed a full ten-page advertisement of a single firm. It looks as though the merchants in our smaller cities are waking up to the fact that the way to keep the people from going to trade, or sending orders for goods to the mail order stores of the Metropolitan cities, is to advertise their own goods and bargains in their home papers and with a liberality and intelligence exceeding that used by the Metropolitan establishments. It is a wise awakening and the conclusion implied in this more extensive advertising, that the local stores recognize that they have been at fault, will work practical benefit to both the newspapers and to the merchants. This mammoth advertisement is a compliment to the paper, showing the firm's confidence in its influence and circulation. The firm also exhibits a confidence in their own stock, resources and business methods and in an ability to meet all demands of customers. Confidence shown by liberal advertising begets like confidence in the minds of the people who are sought as subscribers, and appeals to and awakens their local pride and secures their goodwill. The *Republican* well and wisely states, editorially, in speaking of this great advertisement that it shows that the firm "has faith in printer's ink, the influence and circulation of the paper, and also in themselves."

In analyzing this huge expenditure, it must not be forgotten that it is a greater business proposition in Findlay than it would be for a merchant in New York or Chicago, who has practically the entire country before him from which to draw trade. The record will probably stand in Findlay for a long time before it is broken, and the very immensity of the advertising will redound to the interest of the firm making it for sometime to come, and to the business interests of all Findlay.

There is no greater evidence of the confidence in its business policy of any given concern, than the way in which it meets the endeavors of a first-class newspaper to secure its patronage. Any advertiser, by keeping everlastingly at it, can bring proportionate success to himself, just the same as the big concerns who have great stores and spend large sums of money.

To buy advertising space in a newspaper solely upon the price per inch and without reference to the circulation of that newspaper in the community of buyers and its influence with the buying public, is to give the dollar of expense a most undue advantage over the eagle of prestige and to allow a sense of fear to overshadow and obscure the practical business man's sense of good judgment."

No man can expect to do business up to his full ability who neglects to keep the public advised of his ability to serve it, and no man can keep the public well advised who does not keep constantly before the public eye the facts of his up-to-dateness and his alertness in trade.

Having a good thing to sell, a good place to sell it, an honorable business policy, and a reasonable ability to handle business when it comes no man who advertises his line of business in the *Morning Republican* and reaches its thousands of paid subscribers, will ever fail to reap the most satisfactory results in a business way, from his investments with the paper.

Advertising is the keynote to success and it has never proved truer than now.

Let other publishers of home newspapers, whose papers reach the very people whom the merchants want as customers, instead of being scattered all over the Nation, take courage and urge these facts and conclusions, so strongly and clearly stated by the *Republican* on their own home merchants, and the result will be such as is ever to be expected by the presenting of practical truth backed by convincing example. The newspaper man must not forget nor neglect the opportunity to advertise and urge the value of his own wares, his effective publicity and advertising space, by example as well as by precept.

* * *

On December 5th, the *Illinois State Register,* of Springfield, a paper that is always doing things, timely and thoroughly, issued a "Shop Early" number that it will be profitable for other newspaper publishers to remember about and pattern after. One feature was a classified directory, in magazine form—size of *Ladies' Home Journal*—of the business and professions of the great trade city, of Central Illinois. This directory contained eighteen pages, four columns to each page of neat card ads one and one-half inches deep, each and all arranged and classified under appropriate headings, from "Abstracts" to "Wall Paper and Paints." Seventy-two different lines of business were included in these ads and the different lines fully indexed on the first page. Room was provided for six hundred and forty-eight different ads, but some of the spaces were taken up for classification of lines of business that did not fill a column, and the lower part of the 19th page was devoted to an article entitled, "Springfield is a Great Shopping Center," "Hub of Vast Wheel with Steam and Electric Roads forming the Spokes. Easily accessible from all directions; and much out-of-town trade is thus brought to the Capital City." With the above as heading and sub-heading, the article contained the following suggestive running heads: "Great Central City," "Merchants Seek to Please," "Great Volume of Trade," "All get a Share," "Trade Excursions," "A Wholesale Center," "People Like to Come." What is said as follows, under "Trade

Excursions" will be valuable to newspaper publishers, who wish to help plan for the benefit of their own town—"Trade Excursions":

"Springfield's out-of-town trade is rapidly becoming metropolitan in size and activity. Trade excursions are no longer unusual and shoppers who come to the city and buy goods are offered the same inducements, in the way of railroad fare, entertainment, prompt attention, etc., that is accorded the transient trade in larger cities. In fact, Springfield does a greater out-of-town business than any city near its size in the state."

This Directory contained five hundred and ninety advertisements of different firms or companies. All these were, of course, in addition to the regular advertisements which were numerous, large, bright, interesting and well handled. These were fully indexed on the second page of the first section of this eighty-page issue, and numbered eighty-seven, running from an eighth page to full page. It is evident that the canvassing for the small ads, in the directory magazine section did not interfere with or lessen but the rather increased the general advertising. This giving a classified index of advertisements is something that we have frequently recommended. The first column of the second page of the first section is given up to a complete index of the reading matter in the paper by sections, each page of each section of the paper being separately numbered. The index of contents is immediately followed by the classified index of advertisements. So much have we become interested in this "Shop Early" edition and so impressed with its importance, that we are printing, elsewhere, therefrom, a sermon by the editor on "Delays are Dangerous," and an editorial setting forth the plan of the paper with its features.

* * *

The *News* of Dayton, Ohio, in its issue of December 1st, gave views of some of the noted factories of that prosperous city, including the National Cash Register, the Remington, and the Rice Electric Display Company, with a description and illustrations of the electric display of the latter Company at Herald Square, New York City. The *News* says:

This display will be the largest and most artistic in the world, on a great steel structure 72 feet high and a third of a city block long. A Roman chariot race will be reproduced, with viewing stands on which will be large crowds cheering the first charioteer to victory. Ahead of the first chariot will be five Roman cavalrymen.

With the greatly improved electric devices the representation at night will be of horses galloping madly. The wheels of the chariot will appear to revolve rapidly, and the crimson robe of the first charioteer, as well as his Roman skirt, will flutter in the wind.

While the chariots and fire horses are plunging on, a device manipulates the light illuminating the roadbed, which is painted to represent great stretches of track behind and ahead of the racers. The lights appear to move in an opposite direction from the team, and it will look as if the great race were actually taking place around the amphitheatre. Every little detail will be perfect, even to the illusion of the dust rolling up behind the wheels.

Some idea of the size of the sign can be had from the fact that the main chariot and the horses will be forty-five feet long and twenty feet high. The posts at the top of which will be represented in electricity a flaming torch, will be thirty feet high.

This display is all to be in blazing electric lights, illuminating all that region of the "Great White Way" of the metropolis. The first great command was, "Let there be light" and light is the great reformer. It drives away darkness, ignorance and crime, wakens to life, hope, virtue, righteousness and accomplishment.

Our remark is only as to the wonderful development of industries in our smaller and medium sized American cities and of how the American press has helped in the development and in the exploiting and upbuilding of these industries. Our desk, at this season of the year, through the newspapers from every section of the Nation, becomes a wonder world, and there is a gratifying brightness through all. There is certainly coming to be a new earth of light, beauty and fruition. At the beginning of this glad New Year, with all that now exists for the production of the means to meet all human wants and to afford highest and most intelligent enjoyment, it would seem that there ought to be an equal and alike moral and spiritual uplift, an establishing of righteousness, justice and judgment—the making all our cities in their healthfulness, brightness, cleanliness and purity, beauty of parks, streets, boulevards, homes and temples of learning, of industry and of commerce, all devoted to righteousness, and like a bride in her sacred purity and enchanting beauty, adorned for her husband; like unto the new Jerusalem seen in the apocryphal vision of St. John, the Divine, lighted by the glory of the Creator. It is certain that the way to secure the abode of all goodness and the wiping away of tears, abolishing of pain, sorrows and death is by making this earth, and all the places and cities thereof, right and righteous. Let men grasp all the knowledge and wisdom within their reach and with integrity and the love of man, work and build for the good of all and a very substantial kind of heaven will come, for time and eternity, with no need of human worry for the Heaven above, for all these have been provided from the beginning by eternal laws whose fountains are hidden in the very nature of things and whose full outflowing, gladden and give life, security and eternal youth, and growth to all existence. Coexistent with the Eternal, the laws of well-being, of truth, justice and righteousness, when given proper obedience and direction reign beneficently over matter and mind alike, for good and not for evil.

* * *

It was Emerson who said, in substance, that the world will beat paths to the door of the man, though he live in a wilderness, who does something better than any one else in the world. This may not be entirely true in this day of so great accomplishment and

such multiplied interests, when advertising has become a necessity to the securing of any attention, yet the general principle involved is correct and it is truer of printing and newspaper-making than of anything else. These callings, in their regular exercise, have a publicity in themselves. A newspaper goes out to be seen and read outside of its own vicinage and, if the matter therein has peculiar merit, the paper will be known, read and quoted. It is not necessary that a newspaper be published in a large city to possess a commanding influence. The Springfield, Mass. *Republican* and the Louisville *Courier Journal,* and the Portland, *Oregonian* are published in small cities yet have had a reading and influence for years far beyond most newspapers published in metropolitan cities. The same was true for years, if not still, of the Detroit *Free Press,* the Burlington *Hawkeye* and Council Bluffs *Nonpareil,* and many others might be mentioned. There is a common bond of sentiment and dependence that makes the whole world kin, if the incidents that concern all are only sympathetically, convincingly and pleasingly treated. There are few daily newspapers now as widely quoted as the Topeka *Daily Capital.* A well-known clipping bureau recently gathered in one day one hundred and twelve clippings in which the *Capital* was quoted editorially or mention made of editorial or news matter that had appeared in Mr. Capper's Daily. These clippings were from the leading newspapers of New York, Chicago, Philadelphia and other large cities. Taking into consideration the fact that the *Capital* is published in a city of less than 50,000 people this would seem all the more remarkable.

This shows that ability, clearness, sympathy and understanding in handling public questions or the news, will compel attention regardless of the size of the city in which a paper is published. News properly handled with clearness, brevity and a genuine truthfulness, gathered by sympathetic, correct observation, aided by a fancy or imagination, that helps to the true comprehension as well as in its telling, interpretation or the enforcement of the facts, may be transformed into literature that will command worldwide attention. It is a false idea that there is anything stilted or dull in good newspaper writing or that imagination and sentiment, or the poetical feeling, should be lacking in giving a correct record of the occurrences of life. Naked statements, unrelated and unsympathetic, often give false impressions, instead of revealing the truth. That the narrow, untrained, unsympathetic mind can grasp the truth or possibilities of a news event or story, is a fallacy. One may not necessarily be educated in the schools, but he must be trained as to human life—in experiences, feelings, sentiments, must have a heart easily and intelligently responsive to human joys, sorrows, passions, conditions and surroundings. Goldsmith's Vicar of Wakefield is made up largely of well-written news stories, as are also the writings of Charles Dickens and they are read with delight by the whole reading world because the truth is revealed therein, in a way to interest, convince and move the sympathies. Boiled down, the stories in these works are narrated in a manner that would serve as ideal models for newspaper reporting.

In editorial writing, clearness of thought and expression must be combined with all that makes a good news reporter, backed by broad information and trained reasoning faculties. There must be a logical mind aided by a clear conception and a love of the truth. Spoken eloquence or oratory, on account of the universal dissemination of printed matter, is not as much relied upon now as in the past, but there is abundance of room and occasion for the broader eloquence in the editorial columns of the newspaper. Eloquence is truth made persuasive, vitalized, humanized, by genuine, strong emotion, by writing out of the abundance of the heart, but, always the truth, with a fearless spirit made so by deep conviction, and, in this sense, there is plenty of reason for newspaper eloquence that will command attention and win the valuable compliment of wide republication.

Interesting Briefs

The oldest editor in Iowa, Hon. A. B. F. Hildreth, died at his home at Charles City, November 30th, at the age of 94.

The *Mirror-Gazette,* published at Kilbourn, Wis., for the last seven years by E. J. Wheeler, has been sold to R. J. Juona of Tomahawk, who takes charge at once.

Ray B. Duboc, of the editorial staff, and Walter W. White, manager of the circulation department of the Oskaloosa Iowa, *Daily Herald,* have bought the New Sharon *Star* from H. J. Vail, who has been its proprietor since 1873. Mr. Duboc goes to New Sharon December 30th to take charge of the business. The new firm assume both the building and the plant.

Charles L. Stevens, of Joliet, Ill., has left for Butte, Mont., to join the editorial force of the *Standard,* published at Butte and Anaconda. He is a veteran in the work in Joliet. From a position as reporter, his abilities won for him successively, the position of city editor and managing editor of the *News.* He took an active interest in municipal affairs, both politically and from the standpoint of a citizen.

The Milwaukee Press club nominations for 1910 are as follows: President, George F. Nuesse; Vice-presidents, Walter L. Haight and A. O. Royse; Secretary, Leonard E. Meyer; Treasurer, Leo F. Nohl and Frank Markle; Board of Govenors, to succeed William R. Hooker, O. E. Remey; to succeed Julius Bleyer, Julius Bleyer. The election will take place on the first Wednesday in January.

The Milwaukee Daily Newspaper Publishers' Association, an organization composed of publishers of Milwaukee dailies, held its annual meeting there last week and elected the following officers: President, Michale Kruszka; Vice-president, William H. Park; Secretary-treasurer, J. W. Campsie. The committees on legislation, on labor and on adjustments were appointed, composed of two publishers each; also an executive committee was named, consisting of three publishers.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.

A FRIEND of mine recently went into the amusement business, and the first thing he wanted, of course, was about 5,000 high grade circulars. He asked me where he should get these, and I directed him to a printer who makes a specialty of this class of work. And really that is the only kind of a printer who ought to be trusted with anything so important as an entertainment folder, on which the success of an entertainer very largely depends. The price asked by this specialist, however, was somewhat larger than my friend thought he ought to pay; and after casting about for some time he sent the order to a printer in some town in Indiana.

This mail order man was long on promises, and his letters read like the prospectus of a mining company. He was remarkably short on fulfillment, however, resembling many of the mining companies in this respect as well. When the job was delivered the composition was a very indifferent piece of work and the press-work was still worse, no smut sheets having been used. And worst of all, my friend's name was wrongly spelled, an error which no one can forgive or forget.

He expostulated with the printer, finally compromising by inducing the printer to run him off a few extra folders corrected and smut-sheeted, but even at that not having the true appearance of a high class folder.

This all happened because he was not willing to pay a good printer a good price. He has had his lesson, however, and it was probably worth to him all it cost, for hereafter he will go where he can buy the real goods and will pay the price without question.

I presume all the readers of this department have seen the announcement in the December number regarding the prize competition for a department head to appear at the head of these pages. As this contest closes February 1st, it will be necessary for all those who intend to enter it to be getting in their specimens. In order that no one who has mislaid the December number may be barred from entering the competition, I will repeat here some of the main provisions in regard to this contest:

The copy will be the same as to be found at the head of this department as it now runs, with the exception of course, of the monogram. The contestant need not confine himself, however, to the matter found there unless he so desires. That is, he may use his own discretion in adding other matter if he feels that it would be to the advantage of the department to do so. For instance, someone may think of a catchy phrase which will accurately describe the work which this department is attempting to do. If so, he is at liberty to include it in any manner which he sees fit.

Practically the only restriction that we care to place on him is that he must use such type, rule and ornaments as are the ordinary product of the type foundries, not using any specially engraved designs. Under the circumstances it is not necessary to state that the specimen must be submitted in black and white only. The contestant need not limit himself to the exact depth of heading now used, but it is not our purpose to get into headings which take up too much space.

All specimens on this contest must be in by February first and announcement of awards will be made in the March issue.

The principal consideration which will be given for the successful specimen is that it will be used for several months at least as the heading of this department, and possibly the successful contestant may be asked to modify it for use at the head of other departments in this publication. In connection with the heading the typographer will be allowed to use his own imprint, which must be a personal imprint of the one who sets up the head, and not the imprint of the firm with which he is connected. The compositor should set up this imprint with his specimen, sending one proof containing the imprint for identification and one proof without the imprint for submission to the judges. The proof containing the imprint can be enclosed in a sealed envelope and sent with the plain proof. The imprint should preferably give merely the name and address of the compositor followed by the word "typographer."

In addition to this recognition of ability which this imprint will give to the successful contestant, he will also be given as a premium a 24-inch Lincoln type measure. This is an extremely handy article for any printer, being in the form of a steel tape which rolls up in a small German silver case, the same as an ordinary pocket tape measure. It not only has an inch scale, but it graduated for all sizes of type from agate to pica.

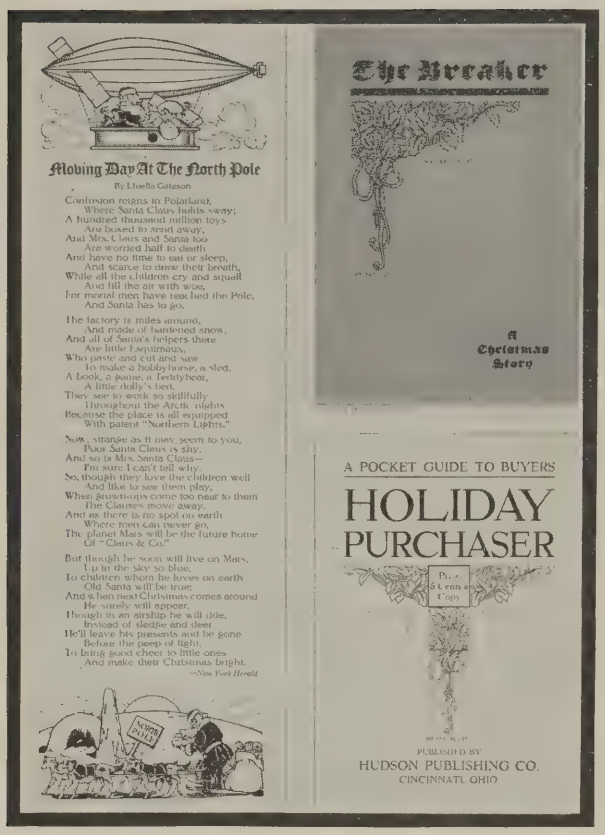
While of course only one heading can be used, at least for the present, the contestant whose work is ranked second will receive a prize of a 10-inch Rouse job stick. This is a nickel-plated stick, 2¼ inches deep, and just the kind of a tool that every printer is anxious to possess for himself. Its instantaneous and accurate adjustment to picas and nonpareils makes it a valuable addition to any man's equipment.

This month has brought me a number of blotters, several of which I am reproducing herewith. A blotter seems not to lose its interest as an advertising medium. It is like the stage curtain, which is constantly before a lot of people and scarcely cannot help drawing some attention. Red and black seems to be a favorite combination for blotters, with a considerable use of green. Softer tones and more delicate blending of color are scarcely appropriate for this class of work. A blotter is used when one is busy and it is therefore necessary to have something catchy and with strong display and contrast in order to gain the attention.

Some Good Blotters

Winona Printer
It is an old thought, but it continues to be a good one, that printing houses are far short of men who have worked all along the line of their trade. This does not apply to the older workmen, who have come up out of the ranks of all-round employes, but it does apply to the younger element among printers. Employers charge it to the fact that under the high pressure methods which prevail in their plants there is no longer time to take up an apprentice and train him until he has an insight into about every kind of work that is to be done in the shop. If a boy is needed to feed a jobber he is trained to be a feeder, and there he stays. If by any chance he should get up to the position of pressman, he knows little of what he should know about imposition, and back of that composition, and too often he has little regard for what he does know about either. This subject has been pored over by all classes of employers until it has resolved itself into a general demand for trade schools, and these are steadily increasing in number. The schools which are now demanded by the industrial activities are along the lines which have from the beginning been followed by the School of Printing at Winona Technical Institute, which can take the youth through the long route of printing, from learning the boxes of the type case, on through the technicalities of composing and press room, and turn him over to an employer as a young man who can take hold anywhere in a shop and round himself out into a workman worthy of his hire.
"A man only begins to be a man when he ceases to whine and revile, and commences to search for the justice which regulates his life. And as he adapts his mind to that regulating factor, he ceases to accuse others as the cause of his condition, and builds himself up."
Winona Printer
The Employment of Slack Time
SLACK time in business emphasizes the disadvantage of insufficient knowledge, just as the rain directs attention to holes in the roof. It is always the deficient and not the proficient workman who is "laid off" during a dull season. The slightly deficient are plentiful; they may be had at any time. But the man who knows how to do things is in a class by himself, an exclusive class too, because it is comparatively small. Every member of the class represents a safe investment for the employer. Even if there is no work for him, the employer will secure and hold every good employe that he can. A wise man never discounts the future of his business. Clouds are always on the move, and he knows that the sun will soon appear and that its light will reveal a woeful lack of first-class men. It is the wide-awake advertiser who does not stop on account of a cloud. The quiet affords him an opportunity to plan more extensive and more elaborate work. During the quiet season the merchant goes on with his new building, elegant equipment, and lays in an extensive stock of goods, all of which calls for more and better printing, work that shall do credit to a cultivated taste and an enlarged conception. The day of "good enough" printing has passed. The specimen book, the high-class magazine and innumerable samples of work which the customer may study during the quiet season gives him a fair idea of what good printing looks like, so that when business opens up the purchaser of printing not only demands good work, but is a fairly good judge of the kind of work wanted. He not only appreciates style and harmony, but is able in not a few instances to point out many of the defects in work that is not up to the standard. But how about craftsmen as a whole; are

An Attractive Double Page from the Winona Printer

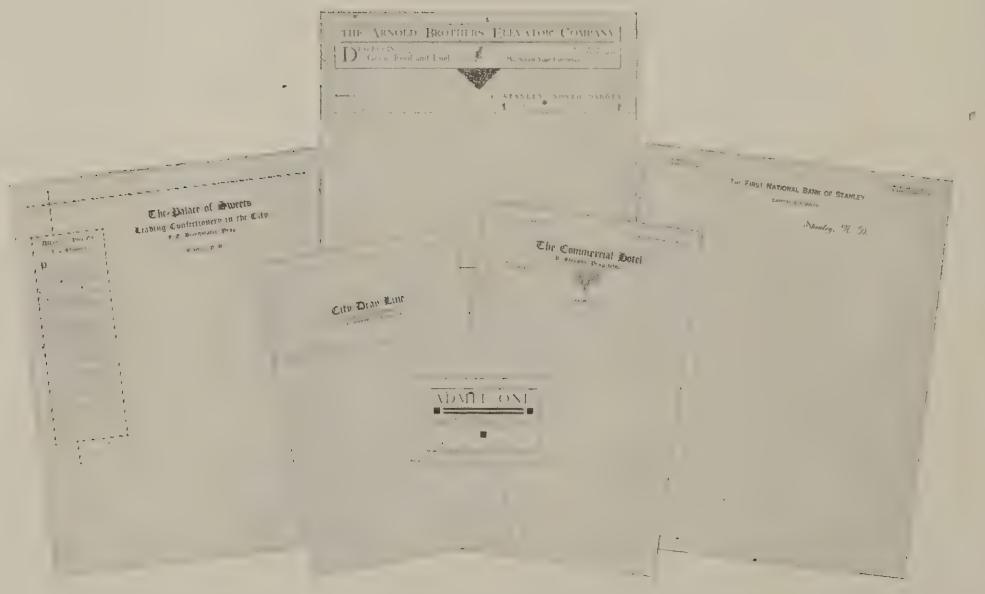

Moving Day At The North Pole
By Lluella Gateson
Confusion reigns in Polarland,
Where Santa Claus holds sway;
A hundred thousand million toys
Are boxed to send away,
And Mrs. Claus and Santa too
Are worried half to death
And have no time to eat or sleep,
And scarce to draw their breath,
While all the children cry and squall
And fill the air with woe,
For mortal men have reached the Pole,
And Santa has to go.
The factory is miles around,
And made of hardened snow,
And all of Santa's helpers there
Are little Esquimaux,
Who paste and cut and saw
To make a hobbyhorse, a sled,
A book, a game, a Teddybear,
A little doll's bed.
They see to work so skillfully
Throughout the Arctic nights
Because the place is all equipped
With patent "Northern Lights."
Now, strange as it may seem to you,
Poor Santa Claus is shy,
And so is Mrs. Santa Claus—
I'm sure I can't tell why.
So, though they love the children well
And like to see them play,
When steamships come too near to them
The Clauses move away.
And as there is no spot on earth
Where men can never go,
The planet Mars will be the future home
Of "Claus & Co."
But though he soon will live on Mars,
Up in the sky so blue,
To children whom he loves on earth
Old Santa will be true;
And when next Christmas comes around
He surely will appear,
Though in an airship he will ride,
Instead of sledge and deer
He'll leave his presents and be gone
Before the peep of light,
To bring good cheer to little ones
And make their Christmas bright.
—New York Herald
The Breaker
A Christmas Story
A POCKET GUIDE TO BUYERS
HOLIDAY PURCHASER
Price 5 Cents a Copy
PUBLISHED BY
HUDSON PUBLISHING CO.
CINCINNATI, OHIO

From the Holiday Announcement of the American Type Founders Co.

Catalogue Cover by J. Warren Lewis, Ogden, Utah

DOERS OF WORK THAT EVINCES QUALITY AND CHARACTER
W. W. BROWNING & COMPANY
PRINTERS, BINDERS, RULERS
BLANK BOOK MAKERS
2461 WASHINGTON AVE., OGDEN, UTAH

A Good Envelope Corner


THE ARNOLD BROTHERS ELEVATOR COMPANY
The Palace of Sweets
The Commercial Hotel
THE FIRST NATIONAL BANK OF STANLEY
City Drug Store

By Leo N. Sanford, Stanley, N. Dak.

especially is this so if the old style of blotting paper is used, which is likely to be used on both sides and thus have the printing interfered with by ink spots. While from an artistic point of view the enameled blotter is far prefereable to the other kind, there are a great many people who have become accustomed to picking up a blotter at random and using either side indescriminately, and they insist on having the double-faced kind.

I am reproducing here an envelope corner clipped from an envelope which recently came to me from the Browning Company Ogden, Utah. It shows a very desirable combination of type and plate work. The word "Browning" is in red and the rest of the work is in black. Mr. J. Warren Lewis is the man who sends in this work, and he also sends me a number of letter heads and other miscellaneous jobs. One of them is a furniture catalogue, the cover of which I shall try to show. It is on light brown Fairfield cover stock, printed in red, green and black, so I am afraid that those who see it only in reproduction will get but little idea of the original. I see no good reason why the words, "Catalog 1909-10" should not be centered. The fact that just above the line is what might be termed a pointer, indicating emphatically the center of the page, makes the fact of its eccentric position all the more noticeable. The page is otherwise laid out on a balanced plan, so that the fact that this line is thrown out of center would seem to be an error rather than intentionally done. Mr. Lewis refers to the work on this catalogue as "jack knife and patent leather work," but it certainly needs no apology.

The Mail Printing House, Topeka, Kansas, sends me a folder printed in red and green which I am trying to show. I think the reader will get the idea of this folder. The two end flaps are folded over toward the center and then the whole folded up inside the flap and held in place with a clip. It is a remarkably pleasing piece of work, and there are so many calls for folders of this kind that it may possibly offer a suggestion to some other printer.

I have clipped this letter head from a little circular sent out by Barnhart Brothers & Spindler as being of special merit. The rules are printed in red, as is also the paragraph mark. The rest is in black. If any objection could be made to the head it would be that the line of border at the top tends to make it too heavy. This could be remedied by having the border printed in a lighter color.

I am always glad to get a copy of the *Winona Printer* from that most delightful school of printing at Winona, Indiana, and am here reproducing a couple of pages from a recent issue. This publication varies so greatly from month to month in its typographical make-up that it is a continual delight.

It is a pleasure to note that the type foundries are paying particular attention to the designing of borders in such a manner as to do away with any trouble at the joints. So many nice jobs of printing have been spoiled by bad joints in the border that unless the printer is willing to take the time and trouble to work his joints up properly he should confine himself to such borders as I have referred to above.

I have recently received a wall motto of exceptional beauty from the C. B. Cottrell & Sons Company, manufacturers of printing presses. The card is for the most part in brown, printed on heavy brown cover stock and the border and text in a darker shade of the same color. The large initial letter is in red and the rule in gold.

For the special train carrying the Honorary Commercial Commissioners of Japan from Denver to Salt Lake City and Ogden, the Denver & Rio Grande Railroad issued a most attractive souvenir itinerary for distribution to the seventy-five members of the party. The time schedule, with the novel feature of a parallel column describing the localities passed, was printed in black and red on Japanese tissue folded in Oriental fashion, enclosed in a Japan vellum cover, and tied with ribbon of the Japanese colors, red and white. The publication was printed in English, with the exception of the third page, which was in Japanese, extending greetings to the Commissioners and wishing them a joyable journey through Colorado and Utah. On the back of the cover was embossed the coat-of-arms of Japan in gold and black.

The American Type Founders Company sent out this year some of the best holiday printing which has ever been issued by this house. I seem to have been rather unfortunate in my choice of a page for reproduction, for the plate would make one believe that the colors were unbalanced. As a matter o fact, the dark spot in the upper right-hand quarter of the page was in the original a very delicate and unobtrusive green tint. The faces used on this page are Merinotype, Cloister Black, Cathedral Text, and Strathmore Old Style.

Many thanks to J. Albert Hood of Asbury Park, N. J., for Christmas remembrances. One of them is a delightfully arranged "Menu for Christmas," this novel "bill-of-fare" being as follows:

"MERRY CHRISTMAS"

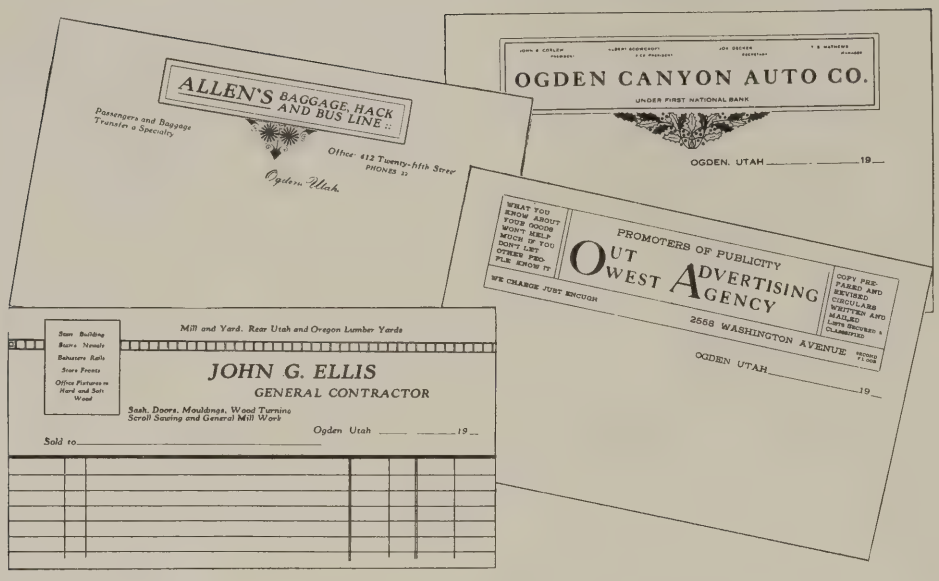
✣

GRACE
CONSCIENCE, CLEAR
KINDNESS GOOD CHEER
TENDER MEMORIES
CHARITY
SERVED WITH DISCRETION
PEACE LOVE MIRTH
LONG LIFE
STUFFED WITH USEFULNESS
HEART, FOND AND TRUE
BEST WISHES FOR ABSENT FRIENDS
SWEET THOUGHTS
MIZPAH

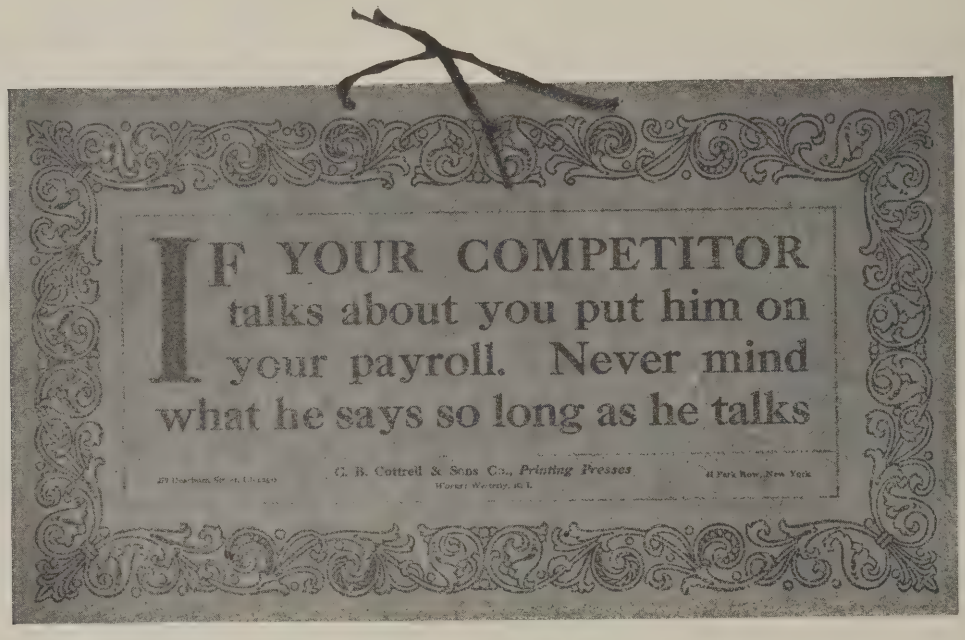
Again, thank you. And may you and all the readers of these pages have a happy New Year.

F. A. Miller, editor of the South Bend *Tribune*, will retire from the presidency of the South Bend Chamber of Commerce January 1, 1910, although remaining as a director with one year to serve. Mr. Miller was elected the first president of the organization. He has announced that he is not a candidate for re-election.

Harry W. Armstrong, who joined the staff of the South Bend *Tribune* from Findlay, Ohio, a year ago, has gone to Washington to represent the *Tribune* and other leading newspapers of the central west.



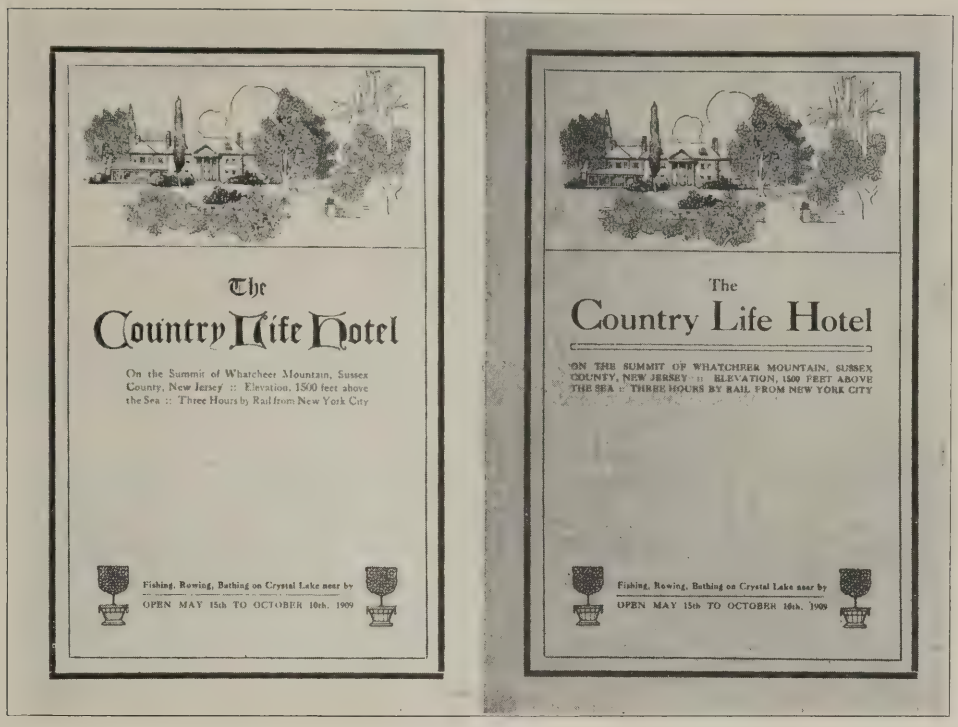
By J. Warren Lewis, Ogden, Utah


IF YOUR COMPETITOR
talks about you put him on your payroll. Never mind what he says so long as he talks
C. B. Cottrell & Sons Co., Printing Presses
Westerly, R. I.

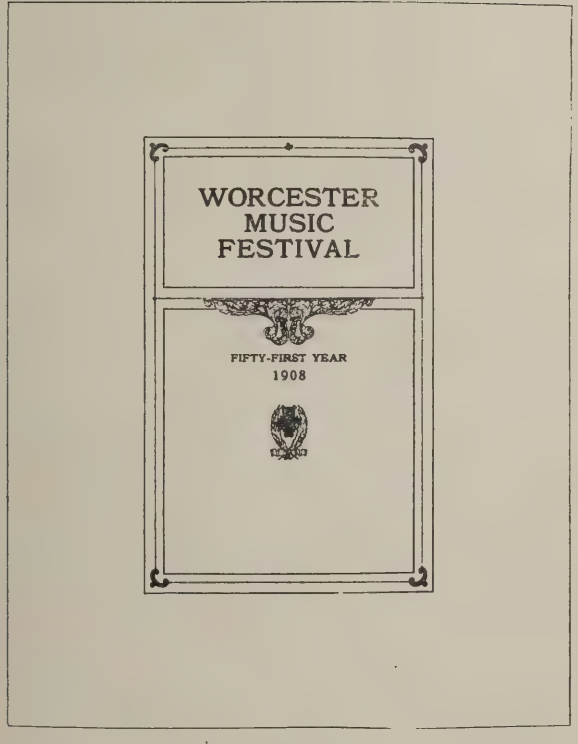
A Delightful Wall Card

With Printing as With Dress
A combination of good taste, with correct style does not necessarily mean good results. To give right effect a suit of clothes should fit the wearer.
So Should a Job of Printing
Printed matter may be thoroughly artistic and yet be as little qualified To Set Off Your Business as a well-made, but ill-fitting suit is To Set Off Your Person.
We Measure Your Purpose
and design the job to fit the business in hand
THE MAIL PRINTING HOUSE
Topeka, Kansas
¶ And it will fit.

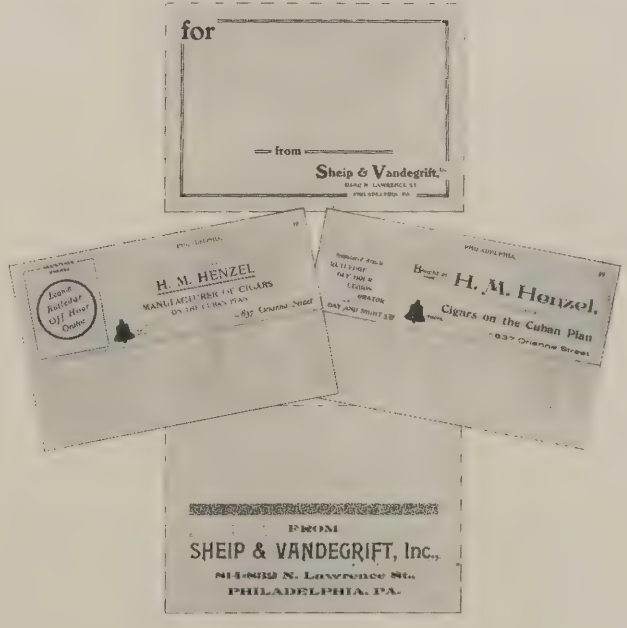
Mailing Circular from Mail Printing House, Topeka, Kansas


The
Country Life Hotel
On the Summit of Whatcheer Mountain, Sussex County, New Jersey :: Elevation, 1500 feet above the Sea :: Three Hours by Rail from New York City
Fishing, Rowing, Bathing on Crystal Lake near by
OPEN MAY 15th TO OCTOBER 10th, 1909
The
Country Life Hotel
ON THE SUMMIT OF WHATCHEER MOUNTAIN, SUSSEX COUNTY, NEW JERSEY :: ELEVATION, 1500 FEET ABOVE THE SEA :: THREE HOURS BY RAIL FROM NEW YORK CITY
Fishing, Rowing, Bathing on Crystal Lake near by
OPEN MAY 15th TO OCTOBER 10th, 1909

Two Covers by Arthur H. Farrow, Newark, N. J.



Cover by Winfred Arthur Woodis, Worcester, Mass.



Reset Specimens by Warren S. Dressler, Camden, N. J.

A Page of Reproductions Crowded out of the December Issue

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, JANUARY, 1910

We have received many very pleasant Christmas greetings from friends all over the country and wish it were possible to acknowledge each, but the best we can do is, here in this public manner, to return thanks and add good wishes for a happy and prosperous New Year, long life and the highest wellbeing, and sincerely to ask Heaven's richest blessings on each and all. Two only can we mention: President Pomeroy's "Merry Christmas" comes in purest pearl that signifies precious and richest friendship. Mr. and Mrs. M. P. Rindlaub of Platteville, Wis., who were with the National Editorial Association from the beginning and whom, we remember, as genial members of the party that participated in the ever-to-be-remembered journeyings through Florida, following the convention at Cincinnati, February, 1886, wrote and signed their kind greetings to editor and wife in the old but ever new words: "Dear Friends: "We wish you a Merry Christmas and a Happy New Year." True friendship is the dearest tie that binds together the hearts of men and women on earth and can there be any sweeter in Heaven? We count all members of the National Editorial Association and all readers of the NATIONAL PRINTER-JOURNALIST "Dear Friends." God bless you, one and all.

* * *

A BANNER MEETING PROMISED.

THE NAMES OF THOSE AT FIRST CONVENTION OF N. E. A., NEW ORLEANS, 1885, WANTED.

Reports from Secretary Parrott are to the effect that the approaching Twenty-fifth Anniversary of the National Editorial Association to be held at the place of its formation, Feb. 10th to 12th, "is going to be a banner meeting."

There is certainly enough promised in the itinerary and program to induce a full attendance besides it is the Silver Anniversary, and it is hoped that all old members and Past-Presidents will make a special effort to be present.

Unfortunately, as has been fully explained in the First Decennium of the N. E. A., and also in the NATIONAL PRINTER-JOURNALIST, the roll of members in attendance at the organization in 1885 was lost. President Pomeroy is anxious to get the names of all charter members, especially those who can be present at reunion in New Orleans this year. Please write him at once: address, A. Nevin Pomeroy, President N. E. A., *Franklin Repository,* Chambersburg, Pa.

Eighteen States were represented at the first meeting by one hundred and thirty-four delegates, but these names have never been published. We would like to secure them for publication and we certainly hope that all Past-Presidents now living will be in attendance and will also notify us at an early day.

B. B. HERBERT,
NATIONAL PRINTER-JOURNALIST.
4618 W. Ravenswood Park, Chicago, Ill.

* * *

OUR FIRST COVER PAGE.

We believe that our readers will be especially pleased with the first cover page of the National Printer-Journalist this month, though, we sincerely think, that this journal has excelled all others in attractive and artistic cover designs for several years.

This one, for this month, is only the first of a series of twelve, that we have arranged to have especially designed and produced by the well and favorably known designers and engravers, Barnes-Crosby Company, who have placed this work in the hands of one of their best, special artists, a Japanese, who has the knack of combining Japanese with the American art. There is a delicacy about Japanese art, that American artists have never attained. The January cover is the first and the order was hurried, but the artist is now at work on the whole series, preserving the same general design. The twelve designs will make a set of very unique covers, which will be well worth preserving and binding with the numbers of the magazine at the end of the year. They will be strikingly different from anything used by other publications and as we are putting hundreds of dollars into them, we hope that they will be fully appreciated. The artist has been given a free hand, without restrictions and permitted to originate his own ideas and we have full confidence that these designs will be a pleasure and of an educative value, to each subscriber, equal to the full price of the NATIONAL PRINTER-JOURNALIST for the year.

* * *

Walter Frost, editor and manager of the *Manufacturing Jeweler,* Providence, R. I., always accomplishes wonders on all special or anniversary issues that he undertakes. The Silver Anniversary edition, issued November 11th, was in every way worthy of the occasion. The *Jeweler* is a weekly magazine, but this number contains one hundred and fifty-two pages besides the covers, printed on fine, enamel-finished, book paper in the highest style of the art. Every right hand page, after the fifth is filled with advertising as are also the first four pages and the cover pages. It was all artistic advertising of the highest quality of workmanship. Jewelry lends itself readily to artistic illustration and arrangement and Mr. Frost understands how to secure the best effects. The *Manufacturing Jeweler* was started and has been carried on, during all these years, with correct ideas of usefulness to its subscribers and advertisers and this "The largest and finest periodical publication ever issued in New England" furnishes positive proof that these services are appreciated. The editor indicates the line of work undertaken, and justly claims endorsement and justification in the following words that may well be read and studied by all other publishers:

"Begun as a protest against an intolerable situation, *The Manufacturing Jeweler* continued as a rallying point and a fighting force against slack and unbusiness-like conditions. Survival and success are a sufficient justification for the experiment, which has grown into a solid and indispensable institution.

"Starting out as a defender of the manufacturing trade, which at that time was absolutely unorganized as far as its relations with the jobbing trade was concerned, it grad-

ually developed into a respectable journal of national character, working for the welfare of all classes of trade, and ever ready to give all classes desirable publicity, friendly advice, and disinterested service."

The editor rightly starts out by showing, with a statement backed by figures, how greatly conditions have been improved as follows:

"As stated in an article elsewhere in this issue, during the three months of July, August and September, 1884, there were thirty failures in the wholesale jewelry trade, with liabilities of $1,308,405. Half of these failures, with two-fifths of the liabilities, were considered dishonest During a corresponding period, or July, August and September, 1909, with the number of wholesalers and the magnitude of the business greatly enlarged, there were about the same number of failures, but with liabilities reaching only $174,000, and few if any of them considered dishonest. With that bald statement as our justification for living twenty-five years, we might safely close this editorial and go to press. The pleasing difference in that single element of jobbing failures is characteristic of the general uplift in the jewelry trade, in which movement this paper has been no small factor.

"Twenty-five years of work and effort along the public side of the jewelry business! What a wonderful quarter-century it has been. In material prosperity, in scientific achievement and in adding to the sum of human happiness, the period between 1884 and 1909 far outshines any hundred years in the world's history. It has been a pleasure to have lived in this golden age; it has been a greater pleasure to have had some small part in the struggle and in the victory."

We intended to say more, but the editor has put the case so well that little chance is left for adding anything therto. How well and successfully technical, trade, agricultural and industrial journals have served their purpose, is illustrated by the like improved conditions in all the callings of men. In this work, too, the newspapers, and especially the home papers, that have acted as the promoters of all the institutions, manufacturing establishments and improvements of every kind, deserve like credit. The work of the home newspaper and of the trade and industrial or agricultural paper has many things in common and anyone in the newspaper calling can learn much from the trade paper publishers whose journals exist largely for service, though the trade news is also important.

* * *

Past-President W. S. Cappellar, who is seventy years young, is mentioned as a candidate for Congress in the Fourteenth, Ohio, Congressional District. There is wisdom in the proverb, "Old men for counsel and young men for war." If more elderly men, of broad information and wide experience, whose good judgment of life tends to free them from the mistakes of the novice and the temptations of ambition, and avarice, were in the halls of Congress, there would be greater safety to the Nation. Mr. Cappellar with his early experience in practical politics has, for twenty-five years, been a close observer from the side of an editor of an influential paper and has won influence and success. His paper is up-to-date and has enjoyed the distinction of being more frequently quoted than has any other paper in the State. No other calling so broadens one's views and puts one in so close a touch with all public interests and questions as that of publishing a live paper in a city of a size that makes the newspaper man the known friend and counseller and the promoter of all that may tend to help the city, county and state. Mr. Cappellar is of pleasing address and readily wins and firmly holds friends for his allegiance is unfaltering where deserved, and this applies to his party affiliations, as well, whether at home, on the stump or in his sanctum. His reputation is State-wide as a politician—Nation-wide as an editor. He was President of the National Editorial Association of the United States in 1892, spoke at the dedication of the Printers' Home at Colorado Springs, following Geo. W. Childs, and presided at the wonderfully successful convention at San Francisco. In 1871 Mr. Cappellar was appointed to investigate the accounts of county officers in his State and submitted a report that elicited the hearty commendation of the public. He is author of a book entitled, "Taxpayers' Manual," a work on the taxation of individual banks and corporations, that has been highly endorsed by leading lawyers of the State. In 1877 and again in 1880 he was elected county auditor at Cincinnati, leading his party ticket by over two thousand votes at each election. He was chairman of the Ohio Republican State Committee in 1880, '86, '87 and '88, his management of campaigns being characterized by great executive ability. As State Commissioner of Railroads and Telegraphs of Ohio in 1887, 1888 and 1889, he adjusted, amicably to all concerned, matters of difference between railroads and employes, alleged freight discriminations and many complicated questions referred to that department for arbitration and adjustment.

* * *

Arthur W. Glessner, the Diamond Anniversary of whose paper has been made the subject of the leading article this month, is so fortunate as to have a home both in Galena and Chicago, and for many years has been an active member of the Press Club of Chicago, and for the past five years an earnest, working member of its Executive Committee. He probably did as much as, if not more than, any other man toward planning, and raising funds for and securing the splendid building now occupied by the Press Club. He is ever genial, cordial and useful, and in recognition of his worth and good services, his fellow members, recently, endeavored to confer upon him the highest honor within the gift of the Club. He was nominated for President against his protest but, as highly as he appreciated the honor, and the goodwill expressed by the members in tendering him the position, he was compelled to decline on account of the pressure of personal and business matters. He had already told his friends that he could not possibly accept but was nominated nevertheless. Mr. Glessner is the Executive Committee Member of the National Editorial, from the Inland Daily Press Association, and will attend the approaching convention at New Orleans with his family and go with the editors on the excursion to Panama.

* * *

A special edition of the Amsterdam, N. Y., Evening Recorder always signifies the broadness of human interest, a sweetness of spirit, and a completeness of accomplishment. We presume that a good deal, of the same character, might be said of every number of the paper. The Christmas edition this year, as on previous years, overflows with the genuine Christmas sentiment and the broad, sympathetic humanity that goes therewith. All the workers who prepare the way to meet the demands of the season and all those who serve with double labor patiently to meet the wants of buyers, are remembered, as well ase are the thousands of children who express their wants through "Letters to Santa Claus." There is the usual wealth of advertising and the editor's Christmas talk is filled with kind, thoughtful and useful suggestions. We sincerely like editor Kline, the good elements are so mixed in him that every one may stand up and say, "Here is a man" and an editor, as well, worthy of his calling that brings him in touch and sympathy with all the people, all the time.

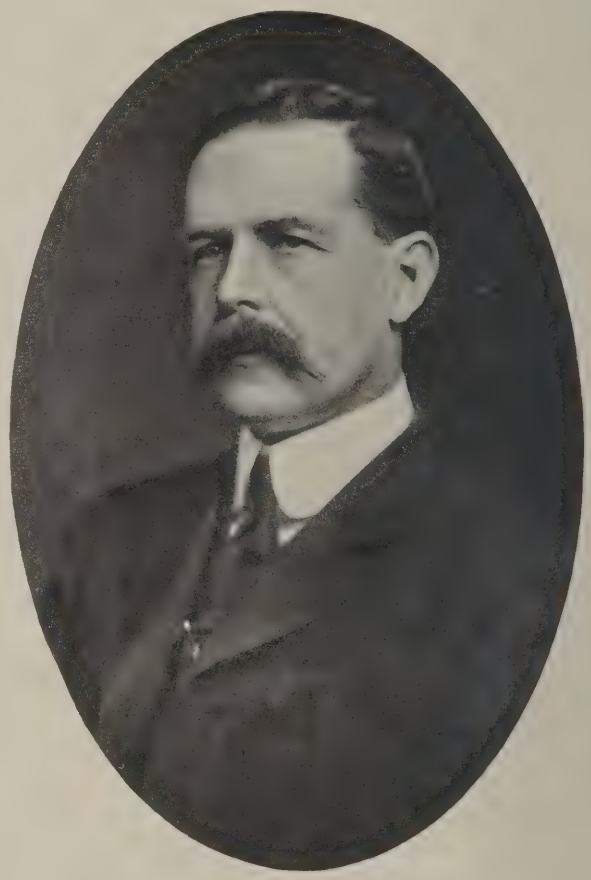
(*Editorials continued on pages 62 and 63*)

Silver Anniversary of the National Editorial Association to Be Held in New Orleans, February 10th, 11th and 12th, Where the Association Was Organized in 1885

THE MEETING OF THE EXECUTIVE COMMITTEE HELD IN CHICAGO, DECEMBER 7TH—SPLENDID TRIPS ARRANGED TO HAVANA, CUBA AND TO PANAMA—SPLENDID PROGRAM—SOME OF THE POINTS OF INTEREST TO BE VISITED AT VICKSBURG, NATCHEZ, NEW ORLEANS, HAVANA AND CUBA—A RECORD-BREAKING CONVENTION PROMISED—CHICAGO, PLACE OF RENDEZVOUS FOR EASTERN AND NEARBY DELEGATES—OTHER POINTS TO BE NAMED FOR SOUTHERN AND WESTERN DELEGATES—REDUCED MARDI GRAS EXCURSION RATES FROM ALL POINTS—SPLENDID AND BROAD HOSPITALITY AT THE CRESCENT CITY.

AT 11 A. M., December 7, 1909, the Twenty-fifth Annual Meeting of the Executive Committee of the National Editorial Association was called to order in the rooms of the Press Club of Chicago. President A Nevin Pomeroy presided. The Recording Secretary having met with the calamity of having his office destroyed by a cyclone, was detained at home, and forwarded a letter explaining his absence. J. P. Herrick of the *Breeze*, Bolivar, N. Y., was appointed Secretary *pro tem.* The roll call showed the following members present: President, A. Nevin Pomeroy; Second Vice-President, R. E. Dowdell; Third Vice-President, A. D. Moffett; Corresponding Secretary, William F. Parrott. Past-Presidents, B. B. Herbert, W. S. Cappellar, R. H. Henry and P. V. Collins. Executive Committee Members by Associations: Hon. J. B. Castle, Illinois State; Caroline Huling, Illinois Woman's; A. W. Glessner, Inland Daily Press; W. L. Jones, Illinois Republican; J. A. Kautz, Indiana Republican; A. B. Crampton, Indiana Democratic; W. E. Beeson, Indiana Northern; H. F. Harris, Indiana Associated Weeklies; Sheridan Ploughe, Kansas State Editorial; W. M. Glenn, Kansas Southwest; Bryon Cain, Kansas Northwest; R. R. Perry, Kentucky; L. A. Sherman, Michigan; W. R. Hodges, Minnesota Home Print; Hon. E. H. Pierce, New England Suburban; John P. Herrick, New York; J. H Simms, Ohio, Buckeye Press; R. D. Campbell, Ohio Associated Dailies; R. E. Dowdell, South Dakota State; J. H. Waggoner, Wisconsin State Press; Mattie Hamilton Flick, Washington, D. C., League of American Press Women. On motion of Sheridan Ploughe of Kansas, duly seconded, the per capita tax of all persons attending the annual convention of 1910 was fixed at $6.25 each by an affirmative vote of twenty-two for, to two against, making the fee the same for associates as for members. On motion of Hon. E. H. Pierce of Massachusetts, duly seconded and adopted, a committee of three was appointed to prepare a list of active members, under the amendment to the constitution adopted at the Jamestown Convention in 1906, the list to be published in the pamphlet of proceedings each year.

Corresponding Secretary W. F. Parrott submitted a report as to invitations and plans for 1910 convention and excursions, under motion the report was accepted and New Orleans fixed upon as the place, and February 10th, 11th and 12th as the dates of the Twenty-fifth Annual Convention of the National Editorial Association. Under motion, the Secretary was instructed to complete arrangements for the convention at New Orleans and for stops on the way at Vicksburg, Natchez and Baton Rouge and for excursions, following the convention, to Panama, Central America, and Havana, Cuba. The plans included a rendezvous at Chicago on February 7th, and at other points on corresponding dates and to proceed over the Illinois Central, the round trip from Chicago to be $25, and the cost of the excursion to Panama and return, including meals and state rooms, to be $50 for each person, and to Havana, Cuba, and return $45 for each person; delegates from all points to the convention to be given the Mardigras excursion rates. The entertainment and hospitalities offered by New Orleans and by the cities named en route were most attractive and liberal. Under motion of Past-President B. B. Herbert, duly seconded and carried by unanimous vote, President Pomeroy was authorized and directed to arrange for the literary exercises and business of the several sessions of the convention, on February 10th, 11th and 12th, and to arrange

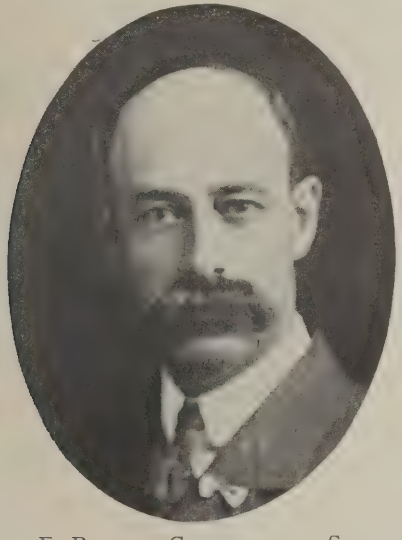


A. NEVIN POMEROY, PRESIDENT
Franklin Repository, Chambersburg, Pa.

for speakers of National reputation, Secretary Knox, of the President's own State, being mentioned as one of the number, and to have the program, when prepared, printed and sent out to members of the Association and to the press. The views expressed were that the program should be made, as far as possible, practical—questions of mutual and practical value to be presented by members of the Association and discussed on plans to secure the greatest amount of interest and real profit to those engaged in newspaper making and printing, and that at least one session be given up to the Silver Anniversary exercises.

At 12:45 P. M. the committee adjourned to partake of dinner with the members of the Press Club of Chicago. After the repast, A. W. Glessner, acting on the part of the Press Club as toastmaster, called for order, and introduced, in a happy manner the following speakers: Col. Lafayette Young of the Des Moines *State Capital,* who congratulated the members on the prevailing era of prosperity and good will; Past-President P. V. Collins, who spoke

pleasantly as to the occasion and as to the make-up of the committee and its representative character; Past-President W. S. Capellar, who, in a happy manner, referred to "sisterly" remarks by the toastmaster and spoke of the high-character and influence of the newspaper calling as compared with other professions of the present day; Past-President B. B. Herbert, who congratulated the committee on so large and representative an attendance of the leaders in the calling and association, and referred to the first Executive Committee meeting in Cincinnati in 1886, when there were only five present, two of whom, Charles A. Lee of Rhode Island, and E. D. Coe of Wisconsin, noble-hearted, able newspaper workers, have passed over the Divide to the regions of blessedness and reward. He spoke of the educative travel, and the meeting of the best men in all parts of the Nation during the past twenty-five years, both in and outside of the calling, Governors, Bishops and Archbishops, Senators, Judges and Presidents, learning from them the best as to all sections, as well as of the benefits from the conventions of the editors. He placed members of the editorial profession very high in service and the performance of public duty, with few exceptions in any departments of the work, either among those in the smaller or the metropolitan cities. The feeling of obligations had acted to ennoble and make worthy and useful, in every way, the members of the calling. William Hawtrey, a member of the company play-



Will F. Parrott, Corresponding Secretary,

ing at the Illinois Theatre where the editors were to be entertained, in Conan Doyle's "The Fires of Fate," as the Reverend Samuel Roden, being present, was introduced and expressed his pleasure over learning of the high character of newspaper makers, as to which he had evidently been somewhat misinformed in the past, and hoped that all would be present but warned them that they must not think that he believed all in the lines that he gave of the play, as representing the minister of a Congregational Church.

THE AFTERNOON SESSION.

The meeting of the committee was called to order at 3 P. M. and A. D. Moffett was appointed Recording Secretary *pro tem.* Addresses were made by representatives of the American Envelope Association, presenting the views of envelope manufacturers as to the exploiting of Government printed envelopes at large expense to the Government for the benefit of the contractor and to the loss of all other manufacturers and the printers.

After listening to the remarks made and arguments advanced, it was moved and carried that a committee be appointed to act in conjunction with a National Committee, of members from other organizations, on the subject of the printing of stamped envelopes by the U. S. Government. Under motion, President A. Nevin Pomeroy of Chambersburg, Pa., was chosen chairman and Sheridan Ploughe of Hutchinson, Kansas, and Ernest H. Pierce, of Revere, Mass., were appointed members of the Committee. A motion to reconsider the motion fixing the date of meeting was laid on the table by a vote of twelve to seven.

Past-President Herbert reported that the printing of the proceedings of the Seattle convention in book form, had been somewhat delayed awaiting information and corrections as to members of the executive committee; corrections having come in up to date within ten days, but that the books were now ready and each member of the last convention would be sent a copy, bound in cloth within a week. A portion of the books had already been bound in pamphlet form and each member present had been furnished with a copy. Moved by Past-President Collins, and duly seconded, that notice of the filing of bond of the newly elected Treasurer (who had been unable to be present at this meeting), be sent to the members of the Committee for approval and the members send their approval of the bond to the Corresponding Secretary by letter.

Under motion the committee adjourned subject to the call of the President, A. Nevin Pomeroy, Attest A. D. Moffett, Secretary *pro tem.*

THE PLACES TO BE VISITED BY THE NATIONAL EDITORIAL ASSOCIATION.

Never before has there been a more interesting program of travel provided than for the approaching Twenty-fifth annual convention of the N. E. A. We present herewith some views, scenes and objects of peculiar interest, and the full program of the itinerary and entertainments, that of the sessions in New Orleans will follow later. Chicago has been so frequently and so recently visited by members of the Association, who will rendezvous in that city February 7th, that no further information with regard thereto or remarks thereon are needed here.

AT VICKSBURG.

Vicksburg, where will be made the first stop on the journey southward, is a point of especial interest to every American and the editors will receive a cordial welcome there and be shown all points of interest. Vicksburg has much to show. Situated nearly midway between Memphis and New Orleans, on the east bank of the Mississippi, it was an important point before the war for the Union, which made it one of the most historically interesting places in the Nation. It was a strong, strategic point, commanding and controlling the navigation of the great river, and the contest for its possession was waged for many months against a most able and heroic defense, but it finally yielded in 1863, after the loss of many lives on both sides, to the forces under General U. S. Grant, with the surrender of General Pemberton's army, numbering 27,000 men. The development of the city in the last two decades has been great, still it presents a most delightful blending of the old with the new. It's location on hills, valleys and table lands is picturesque, as is, also, its architecture. It has been rightly said to present "views of almost equal delight to the tourist, the artist, the historian, the patriot and the soldier." There are many old soldiers in the National Editorial Association who will be especially delighted with the visit, but the National Military Park is so grand in its proportions, so beautiful in its location and so attractive in its improvements by landscape gardening, and so dear in its historic associations with every state of the Union, that, looking over the hallowed grounds where heroes fought and fell, will prove a deep and abiding pleasure and a patriotic inspiration to all, despite the sad memories that may be recalled.

The park contains 1,283 acres. A recent writer has graphically described the Park in part, as follows:

First of all, the picturesqueness of the region in which it is located makes the park well worth seeing, situated as it is in a rolling country of beautiful valleys and high hills overlooking the majestic waters of the Mississippi River. As a whole, the arrangement of the Park Avenues, aided by the topography of the Park, and the peculiar nature of the conflict it commemorates, enables one to follow the story of siege and defense in a clear and simple manner, with the additional charm of rugged landscape features presenting themselves at every turn. The story will be found engrossing and perfectly easy to follow ,for the reason that unlike any other engagement of the Civil War, the assaults at the siege of Vicksburg were few, each side learning to respect the prowess of the other, early in the struggle. Every part of the battle field is made accessible by the park roadways; two principal avenues, Union and Confederates, bounding the main body of the park and the most important part of the battlefield on the outside and inside, respectively; thirteen secondary avenues (Grant, Pemberton, Sherman, Connecticut, Georgia, Illinois, Iowa, Kentucky, Louisiana, Pennsylvania, Tennessee, Wisconsin), and twenty-seven short circles, (Johnston, Logan, Maloney, Navy, Navy Memorial, Observation, Pemberton, Sherman, Tilghman Memorial, Alabama, Arkansas, Florida, Illinois Memorial, Indiana, Iowa, Kansas, Maryland, Minnesota, Mississippi, Missouri, New York, North Carolina, South Carolina, Texas, Virginia, Wisconsin). Largely, the secondary avenues and the circles were constructed to give individuality and increased distinction to the sites for the State Memorials and the Statues that have been or will be placed in the Park.

Fourteen States have made appropriations for Vicksburg and nine beautiful and appropriate memorials have already been erected. We show views of three of these: Ohio, Iowa and Illinois, as indicative of the others. The Pennsylvania memorial is not shown here, but it is one of the most elaborate, attractive and architecturally complete, and the following inscription thereon is especially touching and most appropriate to the Battlefield Park, that, with a holy charity, in unity and kindliness, commemorates alike the brave deeds of the heroes on both sides of the contest. It is as follows:

A GRAND OLD RESIDENCE, VICKSBURG, MISS.

"HERE BROTHERS FOUGHT FOR THEIR PRINCIPLES. HERE HEROES DIED FOR THEIR COUNTRY, AND A UNITED PEOPLE WILL FOREVER CHERISH THE PRECIOUS LEGACY OF THEIR NOBLE MANHOOD."

The Illinois memorial is a beautiful marble dome, bearing on its inner wall the names, more than 35,000, of the soldiers of that State who then belonged to a command engaged in the Vicksburg campaign and siege. It is the noblest and most appropriate battlefield memorial in the world.

IOWA MONUMENT, VICKSBURG NATIONAL MILITARY PARK

A feature of Iowa's Memorial is its artistic and stirring bronze battlefield-pictures, six, each in a separate panel. They are as follows, taken in order as the visitor faces the memorial:

The first panel on the left shows one gun in action on one of the Union gunboats, in the bombardment of Grand Gulf, April 29th.

The second panel—the 99th Illinois capturing two guns (one shown) of the Botetourt (Virginia) Battery in the battle of Port Gibson, May 1, the 21st, 22nd and 23rd Iowa immediately at the left of the 99th Illinois and not shown.

The third panel—the 17th Iowa charging, on the double quick, the Confederate intrenchments at Jackson, May 14, with the 6th Wisconsin battery on the run to keep even with the infantry line.

The next panel to the right, the center one, is a black marble slab on which are inscribed the 32nd Iowa commands engaged at Vicksburg in 1863, and their respective casualties.

The fourth panel from the left, shows the 24th Iowa capturing four guns (one shown) of Waddell's Alabama battery, in the battle of Champion's Hill, May 16, and the three Confederates fighting their gun to the last extremity, are the heroes of the series of battle-pictures in the memorial.

VIEW OF BRIDGE 5, ON UNION AVENUE, VICKSBURG PARK

The fifth panel—the 23rd Iowa in line of battle, on the double quick, charging the Confederate intrenchments at Big Black River Bridge, May 17th.

The sixth panel on the right shows the placing of the 22nd Iowa on the parapet of the Confederate Railroad Redoubt, in the assault, May 22nd.

Within a year, an ideal equestrian figure of a soldier bearing a flag will be placed on the pedestal now in front of the center of this Iowa memorial.

In addition to State Memorials, four hundred and ten monuments and markers, by States, have been placed in the Park, where are also one hunred and twenty-eight mounted canon, and eight hundred and seventy-seven tablets on which are told, briefly, the detailed stories of the siege and defense. We have only mentioned the main features. The sixteen steel and concrete bridges and many other objects will be found worthy of study, wonder and admiration.

AT NATCHEZ.

Natchez is one of the delightful, historic old cities of the South, with cotton as the chief industry. The old French Fort Rosalie was built here in 1716 and destroyed but speedily rebuilt. The place passed to the British in 1763, to Spain in 1779. It was the capital of the Territory and later of the State. It was at a very early day, a center of wealth and of the social life as well as of political interests. It retains much of the antique and historic, with traditions of its great steam-

FAMILIAR SCENE IN AND ABOUT VICKSBURG

boats and river traffic. It has a population of some 12,000 people. Its location is picturesque and attractive on the east bank of the Mississippi River, 280 miles northwest of New Orleans. The entertainments for the editors will consist of a delightful ride around the city, a reception, banquet and ball that will recall the grand social occasions of the old ante-bellum days when cotton was king and the old planters were the possessors of wealth and leisure that made them the princely leaders of the Southland, retaining the traditions of chivalry and knightly glory.

AT BATON ROUGE.

A ride of some two hundred miles, after the social enjoyments at Natchez, will bring the tourists to Baton Rouge, the capital of Louisiana, and the editors will be met with a broad Southern hospitality on the part of the people and the State officials. The city is delightfully located on a bluff on the west bank of the Mississippi. Here was one of the first

OHIO MONUMENTS, VICKSBURG MILITARY PARK

settlements of the French and the place came under the control of the United States by the Louisiana Purchase in 1803 and in 1847 made the capital of the State and so remained until 1862, when New Orleans was made the State capital but, in 1880, Baton Rouge came into her own again. It was the scene of two notable battles of the war for the preservation of the Union, one when the place was captured by the Union forces, May 12, 1862, and the other, on the August following, when General Thomas Williams, with less than 2,500, repulsed an attack by General John C. Breckenridge with about 2,600 men, the Union loss, in killed, wounded and missing being 383 and the Confederate loss 456. The city is noted for its high social character and many charms of homes and scenery.

AT NEW ORLEANS.

New Orleans was the birthplace of the National Editorial Association in 1885. The convention had been called for Thursday, February 12th, but by reason of a severe storm of snow accompanied by heavy winds, the railroads were blockaded throughout the entire Northern and Central States, so that the delegates were delayed and a postponement of a week caused, so that the first session was really held on February 19th. On account of this delay, many of the delegates enjoyed the courtesies and hospitalities of the city for a few days prior to the first meeting. That the welcome had been cordial may be inferred from the following from the response

ILLINOIS MONUMENT, VICKSBURG NATIONAL MILITARY PARK

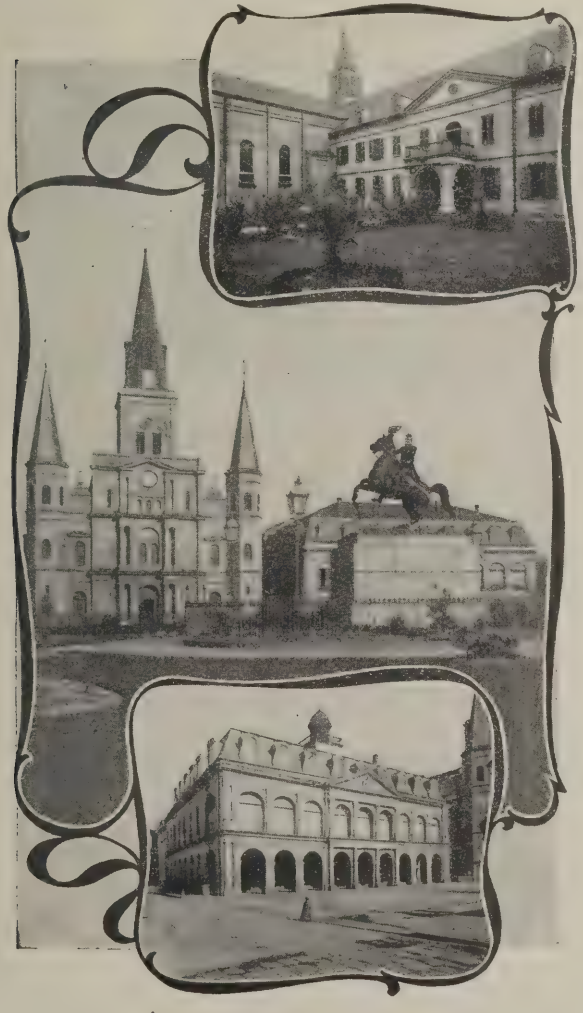
to the address of welcome as given in the *Times-Democrat* of February 20, 1885: "They (the editors) had come from the ice-locked and snow-bound Northland from the prairies and the plains, from the Granite Hills of New England, and from the Pacific Coast, had been received in the homes of the residents of this great city of the Sunny South, had mingled with them socially and in their grand festivities, and everywhere had been grasped with warm hands."

New Orleans is one large city of the United States that "is different." It has been the fruitful source of story and legend. It is filled with tradition. It was founded in 1718 and became the capital of a French Colony of Louisiana in 1722 and so continued until 1762, when, without the knowledge of the inhabitants, it was transferred to Spain, though a representative of the New Spanish Government did not arrive until 1766 and he was driven out in 1768 and the first attempt on this continent to form an independent Republic was made. However, in less than a year, an enterprising Spanish Gov-

ernor named "O'Reilly" arrived with a sufficient force of troops and Spain reigned until 1780, when a transfer was made back to France, and, in 1803, the French Prefect landed and waited the arrival of French troops, but, instead of these, a vessel arrived with notice of the transfer to the United States. The French element had predominated, and at the time of becoming a part of the American Republic, the town contained about 10,000, consisting chiefly of Louisiana Creoles. The French Quarter is of much interest up to the present time.

THE LEVEE, NEW ORLEANS

For eighty years under the influence of the Latin Race, it took to itself usages, customs and even patois of its own, so that New Orleans shows a striking difference to other cities of the United States. It is different in its streets and in their nomenclature, in its "squares," and parks, its social functions and festivals, in its markets, in its life and in the disposal of its dead. No one is ever buried in New Orleans but placed in a tomb above ground. Many of the tombs are costly and of great beauty. The views, given herewith: "New Orleans Cemeteries," the "Archbishop's Palace," the oldest house in Louisiana, "City Park and Residence," "Jackson Statue"

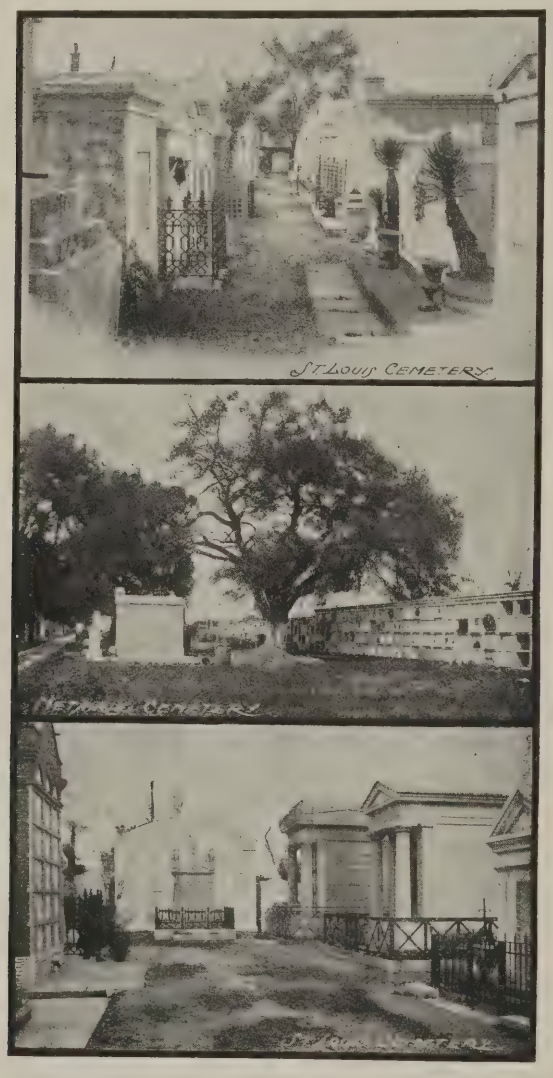


ARCHBISHOP'S PALACE—OLDEST HOME IN LOUISIANA
THE CATHEDRAL AND JACKSON STATUE
THE CABEILDO

CITY PARK AND RESIDENCES, NEW ORLEANS

and the "Cabeldo," indicate some of the picturesque "differences" and historic points and monuments, but still more interesting will be found many architectural types in the "French Quarter" and "St. Roche Chapel," "The Gen. Beauregard Home" and the places filled with romance by the great novelist, G. W. Cable—"Sieur George's," the "Haunted House," the residence of "Madam Deliciesue," "Cafe des Refugies," and so on, in a number beyond the possibility of being all visited by the editors. Writing of the French quarter one familiar with it all, says:

.. "This is the domain of the *quartee* and the *picayune* and the *lagniappe*. The Creole calls a nickel a *picayune*, and half a nickel is a *quartee*, and for every purchase, however small, that a Creole child makes, the shopkeeper is expected to do-



VIEWS IN NEW ORLEANS CEMETERIES

nate him some little *morceau*, such as a bit of candy, a cake, or a few raisins, and this gratuity is called a *lagniappe*. Sit down with me in one of these little shops and let us see what that black-eyed little toddler will buy. Do you hear him in his soft, delicious dialect? 'Give me *quartee* of rice, *quartee* of red bean, *lagniappe* of pepper, lend my pa the paper an' tell my ma w'at time it is, and he lays down on the counter the big five-cent piece that gets him all these things."

Another tour in the lower portion of the town should be to the Custom House on Canal Street near the Levee, in which the marble room is one of the largest and handsomest rooms in a public building in the country. Its great stairway is modeled from that of Kenilworth Castle, and from its roof a most interesting view is obtained of the city. From thence a trip over and back on the Algiers ferry, from the foot of Canal Street, will be time profitably spent, as by this means one gets an idea of the methods of handling, on the levee, the merchandise in connection with the large river steamboats, and while crossing the river a general view is obtained of a certain portion of the river front, which gives an excellent idea of the maritime features of the city. One should bear in mind, however, that the line of shipping extends for miles in either direction around the bends. In Algiers is the biggest steel floating dry dock in the world. It was built in Maryland for the United States Government, and was towed from thence to New Orleans. It has a capacity for raising a 15,000-ton battleship, while the floor of the dock still remains two feet above the water level. From the Custom House one can also take a street car and reach the French Market, as well as the United States Mint, the latter but a short distance beyond the market.

If one is able only to attend the convention and make the tour of Vicksburg, Natchez, Baton Rouge and New Orleans, he will be repaid tenfold for a trip across the continent.

The headquarters of the National Editorial Association will be at the convenient, and everyway popular Hotel Grun-

ENTRANCE AT HAVANA HARBOR

wald. The new two million dollar La Salle hotel, in Chicago, will be the rendezvous for those coming by way of that city to join the excursion train over the Illinois Central, February 7th, which winds up with the trip to New Orleans and return for the small fare of $25 the round trip.

ON TO PANAMA OR CUBA.

Two most delightful excursions by ocean steamer will help to make this Silver Anniversary year memorable. These will occupy about twenty days each. The trip to Panama will cost $50.00 and to Havana $45, and the parties will leave on the same day, February 12th, in the evening.

AT HAVANA, CUBA.

Cuba, for the liberties of whose people this Republic waged the first purely benevolent and philanthropic war of history, will always have a peculiar interest for the citizens of the United States, but the "Gem of the Antilles"—the land of romantic history and many struggles, the newest among the Republics of the world—possesses an unsurpassed charm of her own. We give glimpses of four of the lovely and historic places in the old city of Havana: "Entrance to Havana Harbor," "Central Park, Havana," "The Fruit Market," and "Moro Castle."

THE CITY OF HAVANA.

This capital city of Cuba, with a population of about 280,000, is rich in romance, tradition and history. It is picturesque in its architecture and physical attributes, delightful in its manners and customs, and fascinatingly interesting from all points of view. From a tourist's standpoint it is an easy city to get about in, with its street car service and its plethora of little public carriages for which the fares are so cheap as to make them a very popular mode of locomotion.

CENTRAL PARK, HAVANA

Among the features of interest outside the manners and customs of the place, the following will serve to illustrate. There are the fascinating retail stores in the streets Opispo and O'Riley; streets so narrow that carriages are obliged to drive through them in one direction only. Then there is the Prado, the city's boulevard, and La Punta—the spot opposite the famous Morro Castle and Cabanas fortress, and where the throngs gather to listen to band concerts. There is also Vedado, the fashionable residence district; the magnificent bird's-eye view of the city and harbor from Principe Castle; the beautiful specimens of sculpture in Solon cemetery; the ships from every clime to be seen in a trip around the harbor; the President's, formerly the Governor's Palace; the Templete—where the first mass in the Western Hemisphere was said for Christopher Columbus; the Cathedral, a fine specimen of 14th century architecture; Tacon Market, where one can buy anything from half a banna to a house and lot; the cigar factories; the Botanical Gardens; and finally there is above all, the novel street scenes, the semi-open-air life, as evidenced on every hand, the architectural adaptations to tropical requirements and a host of other minor details which will appear to one as distinctively "foreign."

THE TRIP TO PANAMA.

The United States has largely transformed the canal region in Panama so far as healthfulness, cleanliness, travel and hotels are concerned. There is brightness where there was shabiness, comfort where only discomfort was found. On so long a voyage, 1,400 miles and return, the character of the steamships employed is important:

FRUIT MARKET, CUBA

In addition to the three new sister ships, "Catago," "Parismina" and "Heredia," of the United Fruit Co., that were built especially for, and placed in the Panama service last season from the port of New Orleans, three new sister ships, the "Abangarez," "Turrialba" and "Atenas" have recently been added to the fleet and are now being operated direct between New Orleans and Colon, Panama; the three former ships now being in service between New Orleans and ports of British Honduras, Guatemala, Costa Rica and Panama.

MORRO CASTLE, HAVANA

The six ships are 5,000 tons gross each, and are a new type of ship built especially to handle passengers. They carry a crew of ninety, have a cargo capacity of 5,000 tons and have a speed of about 13½ knots. They are the best-equipped passenger ships running to any central American port, and possess many distinguishing features which make them peculiarly adapted for the special service in which they are engaged, among which may be mentioned the following: Inside shutters and screens on doors and windows; chairs in dining and smoking- rooms having the unique feature of reversible seats, on side being of cane and the other upholstered; attractive lobbies between the social room and the dining-room, so spacious as to make comfortable and airy sitting-rooms; a cooling device by which on the "Abangarez," "Turrialba" and "Atenas," the temperature of the passenger ac-

commodations can be regulated; and an artistic gallery, extending from the dining-room through the cabin deck and social room to a handsome stained glass dome on the bridge deck. Tasteful decorations throughout, combined with the

CATHEDRAL, PANAMA CITY

general features of convenience, airiness and roominess, make these ships at all times most comfortable and attractive floating homes.

Where the treasure is the heart will be also, and with the United States expending $500,000,000 in the Canal Zone to unite the two mighty oceans, the interest of American citi-

STREET SCENE, CITY OF PANAMA

AMERICAN LEGATION ON THE LEFT—CANAL ADMINISTRATION ON THE RIGHT

zens, everyone of whom under our tariff system of taxation, must help to pay, is naturally very strongly centered on Panama. Then there are things to see, both novel and unique, ancient and picturesque as well as the stupendous work that is going on and the wonderful machinery and the army of men employed there. We give herewith two views in Panama City that reveal somewhat of the hundreds of other places, filled with picturesqueness, beauty or quaintness that are to be seen by the pleased tourist or the business man on the search for the places where Uncle Sam is putting all that money.

Colon, the northern, or Caribbean Sea, port for the Canal Zone, is southeast from New Orleans, the distance being 1,400 miles, and it is in about the same longitude as is Pittsburg. This shows also that practically the whole of South America lies east of the United States.

The Isthmus of Panama runs, in the long stretch between the two oceans, in an east and west direction instead of north and south, and the Canal Zone in which the editors will be particularly interested and which they will traverse, southeast and northwest, is forty-seven miles in length along the line of the railroad now owned and operated by this Nation.

Typographic Indigestion

How we groan when certain well-to-do newspapers come to our desk with every evidence in every advertising column of severe typogpraphic indigestion. Horrible incongruity of type styles stamping in every observing brain the impression of inferior class, just as certain ill-painted signs warn us away from the stores (otherwise all right perhaps) which are desecrated by them.

You cannot please the progressive advertiser unless you give some thought to typographic style, and without the support of the progressive advertiser what success can many of these periodicals hope for? Do not leave typographic style to chance or to a workman who has no advertising sense.

Type under the new weight font selling prices established by the American Type Founders Company is very cheap. The discard of a lot of old faces will go a long way toward paying for the new. Freshen up your columns and ask your advertisers what they think of the improvement. Everyone will feel that you are giving them something more for the money and they will want more space.

Do you know that the great advertising successes, very frequently, reset an advertisement that has been used elsewhere with a view to showing the advertiser in the other publication how much better and more eye-attracting it is when set up properly and stylishly? They thus go typographically well armed to solicit the advertisement, not on mere argument but on demonstration. It has proved to be a concrete argument—a winning idea. Every publisher, small and big, should now follow the leaders and not remain with the also-rans.

We know extensive advertisers who will not consider any newspaper that has a worn-out medley of types in use for advertising. These types advertise your ineptitude. They look poverty-stricken, and the advertiser's conclusion is that if you cannot make your paper pay you cannot get results for him in your advertising columns. Yet many subject themselves to these logically adverse criticisms who are more careless than poverty-stricken or mean.

Look over your exchanges and see good typography and prosperity hand in hand. Some who print in the indigestible way think the good type faces of their contemporaries were bought after they prospered. This is wrong. These papers, you will find, prosper because of good typography. It is the duty of the publisher to make the advertising attractive, business compelling and effective. He can only do this by studying good type display and using types that talk effectively for his customers and himself.

Honored for High Principles and Honest Methods in Business that Bring Success

IN our December, 1909, issue, we found occasion to treat, in a leading article, of the practical, honorable, ethical business principles, as applied to advertising, that had brought signal success to John L. Mahin and his agency. The article was written wholly from what report had brought to our knowledge, and from reading addresses and articles that had appeared in Mr. Mahin's publications. We did not then fully realize how highly Mr. Mahin was esteemed by publishers and advertisers nor how greatly he was beloved by his associates and co-workers, nor did we know of the pleasant recognition he was soon to receive. It has proved very gratifying to learn that, with our comparatively slight knowledge, we arrived at the same high estimate of his character and methods, that has been since publicly and fully expressed by the leaders among publishers and advertisers, who spoke from closest business association and long acquaintance.

We are happy to tell, for the educative value of the same to our readers, of the occasion that brought out the strongest possible endorsement of our published views and good opinions. The friends of Mr. Mahin embraced the opportunity afforded by his reaching his fortieth anniversary, to tender him a complimentary dinner at the Mid-day Club, Chicago, December 14th. The affair, almost impromptu, was started by a few of his friends, but it soon developed that friends were so numerous that it was difficult to draw the line and instead of the score or more, as first intended, to join in a sort of happy family gathering, the number grew into three hundred of important advertisers and active advertising men. The congenial family feeling manifested, however, was evidently no less than would it have been had the number been fewer. While the affair was in every way most pleasing, our concern is with the instructive principles and ideas brought out by the able and practical speeches. As to these we gather the following from the Chicago *Commercial Union* of December 16th:

LAFAYETTE YOUNG.

Mr. Young is the noted editor and publisher of the Des Moines (Ia.) *Capital.* In responding to the toast, "Mr. Mahin—the Friend," he said in part: "I believe Mr. Mahin has come nearer to maintaining his ideals from boyhood until now in his business than any man I ever knew. He has gone back on no early training or teaching. He has abandoned no thing worthy to maintain, to win the success for which he now receives our applause. My heart tonight is touched when I know of the whole struggle of his life and his parents before him. One of his greatest qualities was that he was born right and born of the right stock; that he inherited these manly qualities that are strengthened and developed in trial and hardship, and which afterward crown achievement.

"I know his mother; I know his father; I know all the Mahins. I know their strong, manly, honorable career in our State, and it gives me pride tonight to know that a boy of 20 came from our State of corn and cattle to the great city of the Northwest, here where business life is more acute and competition more severe than anywhere else on the globe, and

that he carved out among you this business triumph, with no aid except that of his own brain and his own endeavor.

"It is well that we should this night think of the boys who do not do these things. The great walk of life is strewn with young men of insecure and undetermined purpose and endeavor, falling by the wayside, attracted by this trifle and that; who never plan with a purpose, and with a heart and hand strong in endeavor, who never win in that great battle. So I crown this achievement tonight as a triumph of self-will, self-determination, and young manhood coming from the prairies, healthy and strong. That is the victory tonight." (Applause.)

E. J. RIDGWAY.

Mr. Ridgway, publisher of *Everybody's Magazine,* responded to the toast, "Mr. Mahin—the Publisher." He said in part: "I do not know very much about Mr. Mahin's antecedents. I have been more concerned with his consequences. Speaking as a fellow publisher, we have been very well satisfied with the way Mr. Mahin has been working for us. We would like to have him keep on working for us. The advertising agent is a very important part of the money extracting machine; if you will stop to think you will realize how much better it is for an agent to go to an advertiser than it is for the publisher to go to the advertiser. The advertiser can see what the publisher is after, but the agent coming one between can point to this magnificent opportunity that the publisher furnishes and get the money away from the advertiser. (laughter.) I hope the tribe will grow and prosper. They can give the publishers points. If the publishers of this country had half of the intelligent application to their business, instead of having circulations of half a million *quoted,* we ought to have a circulation of two million and a half."

WM. C. FREE.

Mr. Free, president Free Sewing Machine Co., responded to the toast, "Mr. Mahin—the Advertising Counsellor." He said in part: "Mr. John Lee Mahin is a good salesman. He typifies what I like to call the highest form of salesmanship, and I call your attention to the fact that his very conversation is versatile in its character and analytical to the last degree. I am going to give you one or two concrete examples.

"A number of years ago I invited a man to luncheon one day, and I told him I would like to know how to advertise a sewing machine. And he replied, 'What excuse have you for asking people to give up their money for that rotten article of yours,' and I said, 'I like that; have you ever seen that machine?' 'No,' he said, 'I never heard of it. I just wanted to know the reasons why, because if you have not any reason, why, you have nothing to advertise.' That, gentlemen, was not John Lee Mahin, the salesman, but it was John Lee Mahin, the counsellor. 'But,' I said to him, 'I have a new sewing machine coming out next year that contains every good point known to the sewing machine.' 'That,' he said, 'will be a real message to the people. The average man,' he said, 'works all day in the hot sun for a silver dollar, and how to spend that money to the best advantage is the thing most near to his heart.' He said, 'You had better wait until you get that machine and then if you have all the good things you say you have, just tell them to the masses and they will understand.' It was considerably more than a year before I was able to stand before Mr. John L. Mahin again and say, 'Now, Mr. Mahin, I have that article. It sews faster, it runs lighter, it is more easy to operate, and I think I have embodied every point of excellence known to the sewing machine, and although they are numerous, yet I have them all. I will now hand that message to the people.' And he said, 'Not yet, my boy, you have two of the four great elements of success. You have the goods and the price, but you have no distribution.' These were his words: 'A national campaign at this stage of the game would be a crime, but I would not be a party to it.' That, gentlemen, was not John L. Mahin, the salesman, but John L. Mahin, the man. And the only time he ever stumbled was the time he apologized to me for that remark. I did not have the distribution. That was the basic fact, and needed no apology.

"But I am proud to say to you gentlemen tonight that we have well in hand those four great elements. We have an article that stands paramount, a price that meets competition; we have four thousand well selected dealers, and last but not least we have the best advertising agent on top of God's green earth. (Applause.)

"Our agent is John L. Mahin, a friend whose kindness wakes with the dawn of the day; our agent is John L. Mahin, a man with love like the inflowing tide of morning light; our agent is John L. Mahin, a master born in equity and reared in justice, to whose hands we gladly deliver our entire campaign, our message to the people, our only hope for supremacy, and show to him and to the genius of whose execution we trust our every hope and desire; and in so doing, to John L. Mahin, I have paid the highest compliment that I have the power to bestow." (Applause).

C. INT. HAUT.

of the Copy Department of the Mahin Advertising Co., said in part: "After all there are some serious reasons why I like to work with Mr. Mahin, and why I came back to him for the third time.

The first is the fact that at the Mahin Advertising Co. we actually work with Mr. Mahin and not for Mr. Mahin. We are not simply on the pay roll, but we help to meet the pay roll. This is the keynote of the attitude between Mr. Mahin and the Mahin force—co-operation. It means the free exercise of the individuality of each integral part of that force.

"The second reason is that Mr. Mahin is still young, hopeful and energetic. Most men who at 30 cut a figure are at 40 merely figureheads. Not so with John Lee Mahin. The greatest possibilities still lie before him. He is on the job now as much as he ever has been. This youthful vigor means that with the matured judgment of experience Mr. Mahin combines the fire of imagination.

"This must not be taken to indicate, however, that Mr. Mahin would neglect to secure the most minute data on any subject placed in his hands, for after all, imagination in business means nothing but placing in unaccustomed combinations data which the casual observer would pass by unnoticed.

"But last of all the one thing about Mr. Mahin that appeals to me most is that I believe he is not merely in the advertising game purely for commercial reasons. As I understand him, he is not interested in his advertising agency and his advertising knowledge merely as a tool with which to pry loose more dollars and cents for himself and his customers. Mr. Mahin has a love for the art itself—he is interested in advertising because he is interested in human nature—to him it is a fascinating occupation to attempt to find and make use of all the human springs of action, and if there is any one individual who will ever be able to extract definite scientific laws and principles upon which to base advertising copy and advertising placing; if there is anybody who will ever be able to lead advertising out of the darkness of Egypt, in which it still exists to great extent, I think that man is John Lee Mahin."

MRS. MAHIN'S LETTER.

Husband, fair, fat and forty, today, I greet you!

Excluded from post-prandial pleasures—sitting apart, I salute you!

How splendid you are, at this hour, to your family, your guests and your spouse! You are more important than you can ever suppose. In the banqueting hall, the office, the home—more important than you can suppose. And when I next

behold you, and the son, sma' hours arrive (for you are more in my meditations than you can suppose) you will approach your habitation with steady gait and with the elastic step of your golden prime.

I also drink to you with a crystal glass of "Adam's Ale"—silently, I drink and alone. And where shall you and your guests and I be, forty years hence—a century hence? Others will behold you then and be refreshed by your gladsome spirit, as we are refreshed. It avails not, neither time nor place—distance avails not. Milenniums hence, we shall take sweet counsel together. For we, the children of earth, are among the Immortals! YOUR WIFE.

(With no apologies to Whitman, Swinborne or William Watson.)—December 14th, 1909.

Other addresses were by Robert H. Davis, editor *Munsey's* Magazine—"Mr. Mahin—the Editor."

S. J. Kline, sales manager B. Kuppenheimer Co., Chicago—"Mr Mahin, the Salesman."

W. B. Bogart, Bogart, Maltby & Co., Chicago—"Mr. Mahin—the Sportsman."

William Boyd, western manager *Ladies' Home Journal* and *Saturday Evening Post*—"Mr. Mahin—the Magazine Man."

"HONESTY, FAIR AND SQUARE DEALING."

Mr. W. C. Hoefflin of the Mahin Agency, said: "I have found Mr. Mahin a man at all times insisting upon honesty. fair and square dealing for everybody. I have found him full of energy, backed up by special ambition to make a success of the business he has established.

"I have found him a man ready to give his employes every assistance and support possible. He has never asked me to do anything that I have not been able to do, yet he has asked me to accomplish some things that without his confidence and support I could never have been able to work out. It has been a great privilege to me to be associated for the last nineteen years with such a true man as Mr. John Lee Mahin."

One of the happy features of this large "family" gathering, including men from the Atlantic to the regions beyond the great Father of Waters, was the presence of Mr. Mahin's honored and aged father, publisher of the Muscatine, Iowa, *Journal*, for fifty-three years, from 1852 to 1903, Mr. John Mahin, who was called out and said, in part: "I must be permitted to express my satisfaction and pride that one who stands in the relation to me of a son, has built up a great business in a comparatively few years, solely by his own efforts and built it on the strong and enduring foundation of integrity and fair dealing and with the sincere purpose to make it profitable to all with whom he has business relations."

Mr. John Lee Mahin, in whose honor the dinner was given, spoke most feelingly in response to all the kind words of his friends, saying among other things:

"Of course no man would be human, no man with anything but ice water in his veins, could fail to appreciate and to feel grateful for all that has been said here this evening. No man with any feeling at all could fail to respond to the kindness that you have shown me by coming here.

"But I cannot throw off the feeling that this evening has meant for me the taking on of a greater responsibility than I ever carried before. The future is what I am thinking about, and I do feel that the lesson to be drawn from this evening is the opportunity that rests not only on my shoulders, but on those of all of us that are here, because we are interested in this wonderful new phase of business activity, this advertising business. Think of a business that has practically been developed within a lifetime. A business in which men like Charles H. Fuller and D. M. Lord, who have retired from it, admit that its traditions cannot be followed, but changes in policy and method are necessary to meet new conditions that have arisen. In a business like this a man cannot hope for a meteoric career. He has no traditions in the business itself to guide him. He has simply to hark back as far as he can to the old fundamental principles which underlie all successful effort in everything and simply do the best he can."

The artistic menu card ,which took the form of a twelve-page leaflet, on rich laid paper, in heavy covers, besides the "Menu" and "Toasts," contained excellent halftone portraits of John Lee Mahin and "The Coming Mahin," John Lee Mahin, Jr., (who had a seat at the table) and the following poems:

"XL."

(To John Lee Mahin, Esq., on his XLth Birthday.)

O, Mahin, how I envy you,
Beholding how your work succeeds—
You multiply it, though, by two;
XL in age, XL in deeds!

Fame writes your name upon her scroll
And fortune tosses you her ball—
Today you reach a gleaming goal;
XL in one, XL in all!
Now, may a hundred more good years
Be given you, for truth to tell
Were all of us unfailing seers,
You are the man we'd CXL!

WILBER D. NESBIT.

THE FRANKLIN INN CLUB, CAMAC AND ST JAMES STREETS, PHILADELPHIA.

To John Lee Mahin on his Fortieth Birthday.

The Romans of the early days
Were wise beyond their time
Because they said when forty came
A man was near his prime.

You ask me how I know 'tis so!
The secret here I tell,
When e're a man to forty came
They wrote his age XL.

Our John excels in many ways,
He's honest, big and true,
And duty counts him as her slave,
Courage and Patience, too.

So here's good health and many friends
Throughout the coming year,
No difference will it make to me
When XLI (me) is here.

But all throughout the next decade
May XL your watchword be;
In wisdom, happiness and peace,
I hope you'll live to C.

CHAS. F. JENKINS, *Farm Journal.*

Tuesday, December 14, 1909.

A tribute to Mr. Mahin, by Mr. Seth Brown, in *The Commercial Union*, contains the following statements of principles and methods that will be recognized as of highest value by all conscientious, experienced newspaper makers and advertisers:

Mahin maintains a high standard for himself and requires equal efficiency from his associates.

The difference between Mahin's work and that of some others is that he requires as high a standard from his customers as that maintained by the agency.

The concern must be good to harmonize with Mahin's service.

He gets mighty close to the business served and no important move is made without the customer's full knowledge—and consent.

Back of ads, mediums and methods, there is character force.

Mahin is not a reformer. He don't attempt to "run the other fellow's business," and when he parts with a customer there is no jar or unpleasantness.

There is simply a lack of harmonious ideals—and a parting.

I have known him to turn down an account which promised $100,000 worth of business because it was not a "repeater" and then sit for hours with a customer whose total business for the first year would not exceed $1,000.

Mahin doesn't handle all the honest advertising by a long shot, but it is a safe bet that each customer who continues with him has a proposition devoid of sharp practice.

The Mahin agency is not a one-man organization. Possibly no other man in the business depends so much upon the co-operation and assistance of others.

Among publishers and advertisers there are fortunately many who appreciate the principles on which Mahin does business.

It has developed a kind of loyalty and co-operation which has produced a stronger force for efficient effort than could be secured by mere personal popularity.

It attracts the best men.

The secret of Mr. Mahin is no secret.

It consists of high ideals, an ability to select and develop worthy assistants and the faculty of securing the hearty co-operation of the best men in the business.

Mahin's success is bigger than Mahin.

It is the result of right principles.

They are right now the God given right of every one of us.

It is mighty comforting to know of such examples—men who possess the necessary gumption to make use of vital forces which are the common property of everybody.

QUANTITY AND QUALITY OF CIRCULATION DISCUSSED.

THE TECHNICAL PUBLICITY ASSOCIATION—OFFICE OF THE SECRETARY.

202 E. 23RD ST., NEW YORK, DECEMBER 18, 1909.

Editor National Printer-Journalist ,Chicago, Ill.

MR. PUBLISHER:—Kindly note our recent meeting held last week was very important, and while you would no doubt be interested in the entire proceedings, we are only sending here a resume. Will you be good enough to pass this along for consideration of your editors.

CIRCULATION AND ADVERTISING CONTRACT MEETING OF TECHNICAL PUBLICITY ASSOCIATION.

The Technical Publicity Association held its December meeting on Thursday, the 9th, at the National Arts Club, 14 Gramercy Park, New York. After the usual informal dinner, a lively discussion ensued over the subject of Circulation and the introduction of the proposed uniform advertising contract for trade papers. Mr. F. H. Gale, charge of advertising for the General Electric Company, Schnectady, N. Y., took his turn at presiding during the debate. The attendance was large, and the participation in the discussion of the prominent technical advertising men and trade paper publishers who were present made the session a most profitable one.

William H. Taylor, treasurer and manager of the *Iron Age*, opened the discussion, giving it as his opinion that the true measure of a publication is its editorial quality. He said there was no more discriminating class of people in existence than subscribers to a publication.

Mr. Taylor said that advertisers should put themselves in the proper frame of mind in approaching the circulation question. He granted their perfect right to know how many and who read a publication, and he said no good publication refuses such information. The trouble has been, he said, not that the publishers have been ashamed of their circulation, but that wrong deductions may be made when a reputable publisher's statement is placed in comparison with an untruthful one. Mr. Taylor made the first public announcement of the circulation of the *Iron Age*.

H. L. Aldrich, publisher of International *Marine Engineering* and the *Boiler Maker*, exampled his papers as an instance of necessarily small circulation with intensified buying power in which quality was by far the greater consideration.

C. S. Redfield, Advertising Manager Yale & Towne Mfg. Co., and President of the T. P. A., here explained how members considered the circulation statements of publishers, being in some cases absolute sworn statements, also the possibility of detecting the liars.

John McGhie of the *American Machinist*, told about the passing of old-time advertising solicitation in which the hypnotic eye played a prominent part, and said that after trying all other policies, publishers have learned that the truthful policy is the best. He said the advertiser buys reputation and editorial force quite as much as circulation.

O. C. Harn, Advertising Manager of the National Lead Company, said that every good advertising man was perfectly aware of the value of quality in circulation, but said that, nevertheless, it came down to quantity after all, but based on judgment of that quantity from a quality standpoint.

F. R. Davis, of the General Electric Company, said that many publishers seemed to feel that advertising men know their own business, and do not try to lead them into unprofitable contracts.

H. M. Sweatland, publisher of *Automobile*, said it was his purpose as a publisher to furnish maximum quantity, but that for a class paper to go beyond a certain quantity was simply to vitiate itself. A phenomenal solicitor, he said, once got a thousand subscriptions within a radius of twenty miles, but after two years only one more subscriber was on the list for that district than there was prior to his solicitation.

J. George Frederick, managing editor of *Printers' Ink*, spoke for known circulation, and the good prospects for a uniformly high standard of circulation statement.

The question of a uniform advertising contract was then taken up with a great deal of interest. A committee of the Association, headed by H. M. Davis, distributed the proposed uniform Advertising Contract. The matter will be taken up for final action at the next meeting January 21st.

Respectfully submitted,

H. H. KERR, *Secretary*.

At the National Corn Exposition held at Omaha, December 6 to 18, the World Championship bushel of corn was sold at auction to Arthur Capper of Topeka, publisher of the Capper Publications, and was taken to Kansas at the close of the show. It will be exhibited during the winter in the Capper Building, and also at the Kansas State Corn Show at the Agricultural College at Manhattan. This bushel of corn was grown and exhibited by G. L. Kerlin of Franklin, Indiana, and was said by the experts at Omaha to be the finest bushel of corn ever shown anywhere. Mr. Kerlin is a brother-in-law of Mr. L. B. Clore, who has raised more prize-winning corn than any other man in the world. This championship bushel is of the Johnson County White variety.

Albert H. Cook, of Marion, Ind., has joined the staff of the South Bend *Tribune*. Earl B. Maxwell, of Findlay, Ohio, has also become a staff man on the Tribune.

An Advertisement That Brought Results

1114 Iowa Avenue, Butte, Mont.,
December 20, 1909.

Dear Mr. Herbert:—I notice with much pleasure that you are devoting considerable space in your valuable monthly to the subject of "*Advertising that Brings Results.*". Hence I send you herewith a little circular I wrote which certainly proved a great success, and Mr. Hill will gladly bear me out in my statement.

The Shop in Upper Nine

¶ *Upstairs in the Dellinger block, otherwise 115 North Main Street, Butte, Montana, over Mattingley's Haberdasher Store, in Room Nine, you will find the Book-Lovers' Shop, which is a small corner for Saints and Sinners to spend a few minutes with the Immortals---Past and Present.*

¶ *Here may be found a few Good Books and some other nice Printed Things, not usually found on barren hilltops---Mark what I say! You are welcome to call and browse around, whether you buy or not. Possibly you may find "Just the Thing I have been Looking for," and thus save a lot of Christmas Present Worry, which is stored up for you nearer the Holidays.*

EUGENE HILL.

Here are the facts in the case, and while the results do not compare in money value to the marvelous returns of the famous Brooklyn *Eagle*, mentioned on page 840 of your December, 1909, number, nevertheless, the percentage of returns was over 100, actual and direct, and proven beyond doubt, while the indirect returns, can hardly be estimated.

The circular was criticised—it was not good English, it should have been this and it should have been that; but "they kept a coming," bringing the circular with them, and buying the goods. Mr. Hill, himself, had objections at first. Finally, some good ad men said it was the best thing of its kind ever gotten out in Butte. Then more began to praise it. A banker came 150 miles and spent $18 in books "because of your clever little circular." It brought a great deal of business through the mails.

FAR-REACHING.

I will give you one instance of the far-reaching influence of such a small piece of advertising:

The representative of a big Chicago book house passed through Butte some time ago, and in fear and trembling, Mr. Hill placed an order for $50 worth of Christmas goods. Since then, he has placed orders with the same house for over $400 worth of holiday goods. Mind you, the same thing happened with several other firms.

THE MEDICINE.

As you are aware, I am a firm believer in newspaper space as an advertising medium. But, all considered, I thought it best to use a circular—costing little money in this case. So I wrote the circular one afternoon, and took it to a local print-shop and asked for $5 worth of the good stuff—set as I directed. I got about 700 copies on linen finish paper, printed in two colors for the $5. The circular was mailed in a plain linen finish envelope—not sealed—one-cent stamps being used. Over 700 people replied directly to the circular, and many of them have bought over and over again at this little book shop, which was started less than a year ago, and in a somewhat obscure place, with stairs to climb, and almost entirely unknown.

Mr. Hill is a good salesman and has a pleasing personality and loves books.

One other thing. Butte is suffering from a severe depression in trade, many of the mines being closed down, it is not considered a bookish town, and all lines of business complaining as to the lack of holiday trade. The total cost of the advertising was less than $15, including the stamps. The list was carefully selected, and the best people in the city were delighted to climb the stairs to "The shop in Upper Nine."

I have gone somewhat at length into the matter because of the extraordinary results obtained from a simple circular. This, was not a definite proposition—nor were prices mentioned—as in the case of the famous Brooklyn *Eagle* ad—but was more in the shape of an announcement or an invitation. However, it all proves beyond doubt, that advertising pays tremendously when you hit the nail on the head.

With kindest wishes for the editor of the National Printer-Journalist, I have the honor to remain,

Very truly yours, O. G. Wood.

Natural Gas Explosion in the Capper Building

On Sunday morning, December 19, at 11 o'clock, an explosion of natural gas in the basement story, or press-room, of the Capper building at Topeka, resulted in a fire which did damage to the amount of $15,000. The loss was almost entirely confined to paper stock and printed matter, and to the perishable parts of the presses, and by far the greater part of the loss came from water thrown into the press-room by the fire department. After the fire, water stood all over the basement story at a depth of two feet.

A number of plate glass windows were destroyed. Otherwise the building itself sustained no damage. On account of the fireproof construction of the building the fire was confined wholly to the press room. A building of ordinary construction could not possibly have escaped total loss from a similar explosion and fire.

Gas had entered the press room through the telephone conduit. Natural gas, as is well known, has little odor, and its presence was not detected. The gas was probably ignited by a spark from the electric motor. One pressman was injured, though not seriously.

The loss on the paper and printed matter supplies was fully covered by insurance.

Items of Interest

Hayden S. Bartlett, is now on the staff of writers of the Chicago *Record-Herald*. He was formerly employed on the *Inter Ocean*.

Dwight Allyn, a former newspaper man, has become chief owner and manager of the *Ten Story Book*, a successful magazine published in Chicago.

The printing plant of the defunct Waukegan, Ill., *News* Company has been sold to J. E. Wall and E. A. Brewster, of the Brewster Printing Company of Joliet, Ill.

Miss Margaret Tobin has joined the South Bend *Tribune* as society editor and general writer, taking the place of Miss Julia Cole, who has resigned to go to college. She will enter DePauw University, Greencastle, Ind., early in the new year. Miss Tobin was formerly with the *Post* and the *News* of Denver, Colo., and did feature work. She is, therefore, one of the best woman newspaper writers in the country.

The Greatest of All Type Foundries

WE have great pleasure in printing an exterior view and one interior view of a factory of which every American may well be proud. It is by far the largest type foundry in existence. It is said that its output runs into millions of pounds annually. But the American Type Founders Company prefers to claim credit for the superior mechanical efficiency and art progressiveness found in its central plant in Jersey City rather than for the unquestioned superiority in size and output.

We have often inquired why pictures of this great plant have not before this been available. By the wish of the president of the big type company, Robert Nelson, no pictures have been published until quite recently. The fact is that Mr. Nelson's plans, extending into a prosperous and illimitable future, disclose a very much larger plant than is shown in our picture. The American Type Founders Company owns land adjacent to the factory which will permit an extension of it to double its present proportions. Mr. Nelson plans for a great future, and he has been reluctant to show only a part of his factory (as he sees it), even if that part exceeds all previous achievements.

This great type factory contains two departments novel in type making. There is a letter designing department in which that art is practiced as the mainspring of the establishment, instead of accidental suggestions arriving from unattached sources. Ideas, it is true, are cordially welcomed, whether of an artistic or mechanical nature; but they are worked over, studied, improved and perfected by a staff of trained letter designers, whose work is then passed upon by the heads of the company, and all disputed points finally decided by the president, Mr. Nelson, who is a critic whose good judgment has been proved by a line of surpassing successes in type design.

Our readers will, we are sure, be glad to know the names of the men to whose personal work is chiefly due that leadership in type fashions which has given the American Type Founders Company its well-earned predominating influence on the typography of the whole world. In naming them we name the most distinguished practical typefounders of the world. These names are: Robert Nelson, president and general manager; Joseph Phinney, vice-president and manager of the Boston branch and type foundry; L. Boyd Benton, director and manager of the General Manufacturing Department; and a young man who has already proved his ability to maintain the fame of the foundry in the future, Morris Benton, chief in the designing department.

The American Type Founders Company is thus fortunate in being managed in all its departments, including those of finance and salesmanship, by real type founders. Thus excellence of design, accuracy and quality of manufacture, and progressiveness in styles, are chief considerations and

CENTRAL PLANT AMERICAN TYPE FOUNDERS COMPANY

never subordinated to an unsympathetic commercialism. While it is a great business success, its claim to the favor of printers is based on achievements in typefounding very valuable to the world's typography, and these achievements find their source in the remarkable enthusiasm and love for the art of letter founding which characterizes every one of the managers of the various departments of the central founding plant, and more especially the three leaders. They are typefounders first and money-makers afterwards.

In these enthusiasms we find the spring from which that splendid collection of great type designs has flowed, which have revolutionized and improved typography, and embodied these designs in a mechanical accuracy and quality unequalled in any former period of typefounding. This is, indeed, a company with a soul, an organization of progressive attainment, daily uniting knowledge and experience to advance a great historic, useful and artistic business. No printer has thoroughly understood his art who has not visited this great plant and observed the enthusiasm which pervades its departments and the employes.

This is the only type foundry which has a real chemical laboratory, presided over by an experienced chemist, in which all the metals used are analyzed at purchase and all amalgamations of these metals tested before use in the type foundry. The management holds it to be a point of honor to use the most durable metals in its types—a matter of common honesty, and as such, not to be advertised as a chief merit as is done by typefounders who steadily claim no other merit for their types. The best metals in the world avail nothing if the design of the types is unoriginal and defective. Design is the paramount merit, and therefore the real thing for exploitation. As in a house, it is the proportion, color and harmony that give distinction—not the bricks.

The extent of the central plant of the American Type Founders Company, great as it is, gives only a partial basis for comparison with other type foundries. It is filled with the most costly, best and most rapid casting machines. Each Barth Automatic Casting Machine, invented by Henry Barth, until his recent death a director of the company.

But, as the management of the American Type Founders Company insistently and truly assert, the chief merit of a type foundry is not size or machines, or metal, but design. The Matrix Making Department, with which the Letter Designing Department is connected, is the chief pride of the company and most valuable to typography. After the design is completed it is cut in all necessary sizes in solid German silver matrices by the Benton Matrix and Punch Cutting Machines, invented by Boyd Benton, a director and manager of the General Manufacturing Department, which in connection with several related inventions, all owned by the American Type Founders Company, have revolutionized and perfected the methods of producing matrices.

The matrix gives the face to a type. Its perfections and imperfections are inevitably reproduced in the type. With the Benton Matrix Cutting Machine matrices more perfect than it was possible to make a dozen years ago are produced with infallible precision. Our readers have probably admired the perfect gradation of color in the great type series of the American Type Founders Company. This perfect gradation is the crowning merit of the Benton system of matrix cutting, used only by this company. It is obtained by the practice of what is really a new science in design, practically impossible to the hand cutter. The Benton Matrix Cutting Machine is one of the greatest assets of the American Type Founders Company, and well worth a pilgrimage to Jersey City to see it. There is not a more wonderful piece of mechanism in existence.

MAIN TYPE DIVIDING ROOM AMERICAN TYPE FOUNDERS COMPANY

The interior view selected by us is of one of the dividing rooms. Here the large fonts cast on the machines are divided into job and weight fonts and wrapped for delivery to the stock room. It is a busy scene, and the work is done on a system which eliminates error. From this room the type in packages, labelled, and ready for sale, descends to the stock room below. This is a larger room. There we find many shipping tables. Over each is a number. This is No. 1, and we observe that all the orders laid out on it for shipment are for New England. It is explained that Boston is Branch No. 1. Here is No. 12, the number of the Chicago branch, and piled with orders to be shipped to the middle west. There are some thirty branches and special agents, and besides theses are packing counters for Great Britain, South Africa, Australia, New Zealand, India, the far East, Cuba and Central and South America. Very possibly some of the types in process of being divided when our picture was photographed may now be in the possession of the printer now reading this line.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

ANOTHER WIDE-AWAKE AMERICAN ADVERTISEMENT.

The advertising messages from the American Type Founders Company which have been appearing monthly in our pages have attracted much attention and been widely read. That of this month, it is safe to predict, will be the occasion of just as much comment and will be the cause of more than one publisher doing some good, hard thinking.

The reader's attention is at once challenegd by the heading, "Every Printer his own Type Founder as Absurd as Every Business Man his own Printer."

The expenditure of between two and three thousand dollars for a casting machine and matrices, and the sure necessity of spending several hundred dollars every year thereafter for matrices and supplies, together with hundreds of dollars for labor and other expense, ought to be so self-evident to every printer as to cause him to turn down such an unnecessary and extravagant investment when his working capital can be used to so much better advantage in his printing business.

What would a printer think of a suggestion, if made by one of his customers, that he should do his own printing because he has a few thousand letterheads and billheads to print during the year, and can buy the paper and a press and get the work done at apparently considerable less than the printer charges? The printer would at once call his attention to the big overhead expense and idle time, the necessity for variety of equipment, etc.

It is a fallacy, therefore, for every printer to become his own type founder, just as it is for every business man to become his own pinter.

THE CHICAGO BRANCH OF THE INLAND TYPE FOUNDRY IN NEW QUARTERS.

The Inland Type Foundry gave a formal opening of their new Chicago office at 175 Monroe St., on Monday, January 3rd. The new office has been fitted up in the most approved, modern style. The desks and other furniture are solid mahogany, and the walls and fixtures are finished to match. The floor is mosaic; handsome Turkish rugs and brass fixtures make it homelike and attractive. Every requisite of a modern office is installed. Immediately back of the bookkeeper's cage is a display room for machinery and wood goods, the stock itself kept in dust-proof cabinets. A telephone exchange connects all departments.

The three Schraubstadter brothers, Wm. A. Oswald and Carl, who organized the Inland Type Foundry, are still its officers and managers. Mr. Charles W. Kellogg, who has been connected with the Company since 1902, is the Manager of the Chicago Branch, and it is to his energy and ability that the installation of the temporary and permanent quarters has proceeded without inconvenience to their customers.

In January, 1901, the Chicago branch was started at 188 Monroe St. On October 28, 1909, this building was destroyed by fire; but, before the fire engines ceased playing on the ruins, temporary quarters were secured, and the next morning orders were filled and preparations were made to re-establish permanent headquarters.

On January 3, 1910, sixteen years after the opening of the house, and nine years after the starting of the Chicago branch, the Chicago office moved from its temporary quarters on the third floor of 175 Monroe St., to the ground floor and basement at the same number. This building occupies a lot 28x190 feet, so the company have three times the space they had in their old place. Old-time printers will remember the building as the one occupied by S. P. Rounds as a printers' supply house from 1873 to 1884, but the arrangement and the furnishings are entirely different.

THE AMERICAN TYPE FOUNDERS CO. SAYS:

"A hundred pounds of old type in the hell box will buy a weight font of a popular new face for the case. And a weight font in the case is worth more than a hundred pounds in the hell box." Moral, look over the specimens of new American type designs and substitute some of these money-makers for the obsolete or worn-out faces of type now cumbering your cases. Every office has some cases of type that are really so much old metal—convert those into new fonts of new job type which can now be bought at the price of body type in weight fonts.

A NEW DEPARTURE IN SHNIEDEWEND PROOF PRESSES.

Paul Shniedewend & Co., Chicago, manufacturers of the well known Reliance Photo Engravers' Proof Presses and the Shniedewend Printers' Proof Presses, both of hand press style, has deviated from the general time honored rule of furnishing hand presses with the belt and wood roller movement and are now furnishing both styles of their proof presses with a rack-and-pinion bed-movement (patent applied for). This new movement increases the strength, wearing qualities and speed of operation, consequently there are no parts to wear out and to be replaced; and the time of pulling high-class proofs of half-tones and type-forms is reduced to a minimum, because the bed moves at the touch of the crank instead of first taking up the stretch of the leather. This movement lessens the operating space of the presses, makes the machine practically indestructible, and all-in-all the Shniedewend Proof Presses have a superior appearance in addition to the increased speed and wearing qualities.

A CLOCK AS A PRIZED CHRISTMAS SOUVENIR.

The selection of a souvenir that will be useful, appreciated and reasonably durable, is no small undertaking. A desk clock, received from the Challenge Machinery Company of Grand Haven, Michigan, seems to accomplish all this and more, for its design and construction serves as a perpetual reminder of the company and of all branches of manufacturing carried on thereby. The unique dial, on which a small illustration of a Challenge product represents each hour, is a happy thought and one that will prove effective as an advertising novelty. The Stonemetz Two-Revolution Cylinder Press occupies the prominent point on the dial—12 o'clock. This, in truth, is significant of the growing popularity of this excellent machine.

Following in their order, commencing at one, is shown a Challenge Proof Press, Advance Lever Paper Cutter, Hoerner Combination Shuteboard and Type-High Machine, Diamond Cylinder Press, Challenge Labor-Saving Iron Furniture, Expansion System of Printers' Blocks, Challenge-Gordon Job Press, Advance Pony Cutter on Iron Stand, Diamond Combination Lever and Power Cutter (a new product), and the Mercantile Addressing Machine. These represent some of the leading "Challenge Creations."

The Company has reason to be proud of this souvenir and to be extremely proud of the wonderful progress during the

past six years and with its present splendid facilities, can rightly anticipate the accomplishment of still greater things.

This highly valuable souvenir was sent to each of the dealers and salesmen handling the Challenge products. The National Printer-Journalist is doubtless recognized as one of the important sales agencies. This company has carried advertising in this paper since its organization, and the President of the company, then handling presses and machinery in Chicago, placed an advertisement in the first issue of the National Printer-Journalist, January, 1888. The writer of this notice, then conducting a daily and weekly paper in Red Wing, Minn., came to Chicago early in December, 1887, with nothing but a plan and a prospectus and convinced Mr. Lee of the value of the proposed publication, and his example helped on the others. The country editor wore a fur cap and a coat with a heavy fur collar and got caught in a rainstorm and must, as to his headgear, looked somewhat similar to a drowned rat, but what Minnesotaian would have then thought of a rainstorm in December? Appearances must have been unfavorable as far as the dress—which some have held quite important of the advertising representative—but the plan succeeded in both Chicago and New York and advertisers who commenced with the paper then are still with the paper and it is very satisfactory to record the fact that those, among whom are recalled the Queen City Printing Ink Company of Cincinnati, C. B. Cottrell Sons, New York, Barnhart Brothers & Spindler of Chicago, and many others, have made wonderful growth and achieved great successes.

MARVELOUS TYPE FOUNDRY FACILITIES.

Every printer appreciates in a general way the wonderful resources and extensive facilities of the American Type Founders Company, but it will nevertheless be a surprise to most to read that the foundry has over four million matrices. Matrices enough, it would seem, to supply any possible type requirement, but nevertheless new matrices are constantly being made.

It would be educative for printers to go through the Central Plant of the Company at Jersey City and every visitor is assured of a cordial welcome. It is only fifteen minutes from New York City, and is easy of access by way of the Jersey Central R. R.

ENLARGED QUARTERS.

Word has come to hand that the well-known machinery manufacturers of Reliance Photo-Engravers' and Shniedewend Printers' Proof Press and Reliance Paper Cutter reputation, Paul Shniedewend & Co., Chicago, have enlarged their quarters in order to facilitate the handling of their increasing business. They will have a show-room for their machines and a later announcement will be made.

COPPERPLATE GOTHIC ITALIC.

Copperplate Gothic Italic is the latest production of the American Type Founders Company, and it is a beautiful italic letter and one which will be found a most welcome addition to the Copperplate Gothic Family. By ordering the most used and most popular sizes in weight fonts the printer will have full cases which will only cost him the price of regular body type.

The Selling Agency arrangement between the C. B. Cottrell & Sons Co. and Keystone Type Foundry, whereby the latter takes the exclusive (exclusive except as to the Cottrell Co.) of Cottrell presses, was widely advertised in the trade papers last month. This new connection of two important houses attracted a great deal of interest in the trade and elicited much favorable comment.

With the Trade

Milton Dunn, from the Waukegan, Ill., *Sun*, is a new addition to the Chicago *Record-Herald's* reportorial staff.

The Des Moines *Daily News* has abandoned the receipt of the Associated Press report, taking only the United Press now.

Howard A. Burrell, the well-known Iowa editor, is touring the East and will visit old historical places on the coast of Massachusetts.

Joseph Medill Patterson's play, "A Little Brother of the Rich," had a long run at the Grand Opera House, Chicago. It has been succeeded by his other play, "Fourth Estate."

John C. Eastman, publisher of the Chicago *Journal*, who was born a Buckeye and educated to be a civil engineer, is 47. He started his newspaper work in Chicago as a reporter twenty years ago.

The two new Carnegie libraries, Pittsburg, Pa., and Washington, D. C., have equipped their Record Departments with Oswego cutting machines, made by Oswego Machine Works, Oswego, N. Y.

W. H. Parsons, editor of the Fond du Lac, Wis., *Reporter*, has resigned his position on that paper to take a position with the Milwaukee *Journal*. Mr. Parsons was also treasurer of the Reporter Printing Company.

The Waukegan Press Club has elected the following officers for the ensuing year: President, A. A. Frudenfeld; Vice-President, George Bastian; Secretary, John Kessler; Treasurer, Wayne T. Stupey; Sergeant-at-Arms, Arthur Friedman.

Within the past few days, T. P. Knotts with Melton & Cain, has organized the Gary, Ind., Printing & Publishing Company with a capital stock of $15,000. The new company will publish the Gary *Post*, the first issue of which will make its appearance shortly.

Emil Baensch has now full control of Manitowoc, Wis., *Post*, his partner, Mr. Genrich, retiring. Mr. Baensch has purchased the small job printing plant of Al. Howarth and added it to his office. Mr. Howarth will have charge of the job department of the *Post*.

William Martin, a pioneer educator and editor, is to cease publishing the Solon, Iowa, *Economy* soon. His successor will be his daughter-in-law, one of Iowa's few women in that field, and her husband, Dr. R. B. Riedel, an alumnus of the S. U. I. College of Dentistry.

The entire plant of the Manitowoc *Tribune* Printing Company was sold under the mortgage against it and leased by the owner to Feuerpfeil and Bruins. There will be no change in the Socialistic policies advocated by the paper on account of the change of ownership.

The St. Paul *Telegraph*, a weekly paper published at St. Paul, Ind., by Walter A. Kaler, has been sold to Ora C. Pearce, formerly Mr. Kaler's foreman. The consideration was $2,000. Mr. Kaler has been actively engaged in the newspaper business for twenty-one years.

If plans now under way materialize, the publication of a daily newspaper at Notre Dame University, Ind., will begin after the holidays. President Cavanaugh has granted permission to a committee to finance the paper, and the first issue is expected about the middle of January.

John P. Churchill, for two years advertising manager for the Joliet, Ill., *Republican,* has accepted a position on the advertising staff of the Joliet *Herald.* Louis B. Cone, for past year connected with reportorial staff of the *Republican,* has accepted a position on the local staff of the *Herald.*

We call especial attention to the comprehensive statements contained in the insert of the Mergenthaler Linotype Company this month. The Linotype Company have enjoyed a wonderful success and they have men in their advertising department who fully understand the machine and what it has and can accomplish and are able to tell of the same in a clear, forcible and convincing manner.

By a decree of sale which has been entered in the Circuit Court involving the leasehold interests of the *Chronicle* property, 164-166 Washington St., Chicago, the leasehold and the building are to be sold under foreclosure proceedings. The sale will be held on Tuesday, January 18th, at 11 o'clock in the morning, by Roswell B. Mason, master in chancery. The decree entered is the outcome of a suit filed by John R. Walsh against the Chronicle Company and others, which was answered with a cross bill by the Nekoosa Edwards Paper Company, a corporation, against the Chronicle Company, John R. Walsh and others. Indebtedness of the Chronicle Company to the extent of $62,424 will be satisfied by the sale of the leasehold, and other claims will be disposed of out of what may remain. The lease is for fifty years, dated from January 1, 1890, at $4,000 annually.

Editorials Continued from Page 43

One of the brighest, special issues to reach our table is that of the South Coffeyville, Oklahoma, *Times,* of November 26th. It should have been noticed in December, but reached our office too late. It was in many ways different from the usual product of a weekly in a new or old country. It is a remarkable anniversary edition for a town that has arisen "from a wheatfield to the nucleus of a Great City in a Year." This fact is rightly set forth and displayed in large, clear type on the first page, which is appropriately and strikingly designed. At the top of this page, are shown, in outline, great factories, business blocks and oil wells. Under the heading to the left, is a majestic turkey bearing on his back a great sheaf of wheat standing upright, and to the right a great sky-scraper building, such as is to be. This part of the page is printed in yellow, red and black. Further down is a halftone view of the town one year ago, with hay stack in the foreground and teams in the background plowing and grading the streets for the first time. At the bottom of the page is "A panoramic view of the new city taken September 1, 1909," with the following line of apology: "The buildings to right and left are not shown in the picture as well as a number which have been built since that date." One must take snapshots every day to keep up with the growth, which has been a hundredfold in the year, or from "one building, a few lines, surveyor's stakes and newspaper advertising." "Today there are over one hundred buildings, five hundred people, several lines of business, and the brightest prospects of any city in the State of Oklahoma." Views are given of "a burning oil well," "a burning gas well," "the new $10,000 school building," and so on, with portraits of town officers and of six brothers, the promoters of the town and known as the "Big Six," all bright, intelligent handsome looking young men, ranging from about twenty-five to forty years of age. The paper contains sixteen full, large seven-column pages and was all printed in the newspaper office in this new South Coffeyville and practically all the line drawings were made by the paper's own engraving plant. There are sixteen portraits and forty-two views, all from photographs, in halftones.

Naturally, the text tells about the advantage and growth of the place and surrounding country. Good stock was used in the paper and the work was not slighted in any particular. The editor is Thomas P. Giacommini and he runs a printing and publishing company bearing his name, and certainly has reason to be proud of this issue. The paper used in the edition weighed over two tons for the twelve thousand copies. The advertising was liberal, and, unlike most special editions, there were no write-ups and the advertisements were all strictly display and the composition excellent.

* * *

The Louisville *Times* commemorated its twenty-fifth anniversary by issuing on December 31st the biggest and greatest and most complete newspaper ever printed in the South or West. The paper consists of one hundred pages, eight hundred columns of matter. It was illustrated throughout with hundreds of half-tone pictures. The paper weighed over two pounds. It contained among hundreds of special articles:

Important Happenings in the World's History for Twenty-five Years; First Things in Kentucky History; Kentucky's Timber Wealth; Kentucky's Coal Supply—Enough for the Entire World; What Women have done and are doing for Kentucky; Complete List of Kentucky Governors; United States Senators from Kentucky; The New Kentucky—The Old Kentucky; Thumb-nail Sketches of All Members of the Kentucky Legislature; Undeveloped Resources of Kentucky; Kentucky Pioneers, Indians and Mound Builders; Prominent Men of Twenty-five Years Ago; Kentuckians Who are Making Good Away from Home; A Horseback Trip Through Kentucky in 1818; Education in Kentucky from Every Viewpoint; A Dream of Tomorrow; A Roll Call of Kentucky's Immortals; A Galaxy of Kentucky's Magnificent New State Capitol; An All-day Ramble through the *Times'* many Departments to witness the Wonder-work of making a Newspaper; Sketches of Some of Those who began Their Life-work as *Times* News-boys, and are now Prosperous Men of Business; City Officials of Louisville Twenty-five Years Ago; The Ohio River—Its Course and Power; History of Louisville for Twenty-five Years; All Mayors of Louisville; Louisville of the Future; Brickbats and Bouquets—What Friends and Others Say of the *Times*; A Page of Toasts to Louisville and Kentucky; Why Women should Vote; and hundreds of other special articles of Timely Pictures.

The *Times* of this issue, Friday, December 31st, was a history and a souvenir worth keeping for all time. Despite the tremendous extra expense, the price of this great paper was the same as usual, 2 cents a copy.

As a small indication of the expense to the *Times* in getting out this Twenty-fifth Anniversary Number, it may be stated that the actual cost of the white paper alone used in one paper was about five cents.

* * *

Barnhart Brothers & Spindler have rendered a real service to the printers of the United States and Canada by printing and distributing, as a supplement to the "Barnhart Flyer," a very complete account of the International Cost Congress held in Chicago. All the instructive papers and discussions were given in full. Every printer should carefully read the paper and then preserve the same for future study

and reference. The Congress was composed of the most successful, experienced and the ablest employing printers of America, many of whom had made a special study of cost of printing for twelve or fifteen years and their conclusions can be relied upon. The holding of this Congress cost, in the aggregate, more than ten thousand dollars, and if the printers will only adopt the ideas, principles and methods enunciated, it will prove worth hundreds of thousands to the trade in the aggregate in a year.

Barnhart Brothers & Spindler have forty years or so of experience and observation back of them and are able to recognize anything that is of value to the printing craft They deserve the thanks of all printers for the large expenditures that they have made in this matter. The "Flyer" always has much of value and is always a model of ad and typographic composition and of make-up for newspapers and should be studied for style.

* * *

J. P. Chambless, the genial editor of the *News,* Ennis, Texas, has sold out his interests in the great Empire State and removed to Portland, Oregon, where he has purchased Mr. Orno Strong's publication, *The Oregon Tradesman,* of which he became sole proprietor on the first day of this month. Texas loses and Oregon gains an able editor and most worthy citizen. He is a man beloved by all the members of the National Editorial Association, and it will be hoped by all that his removal to the Pacific Coast will not prevent his regular attendance at the conventions, but that the rather, the result will be the awakening of a greater interest, resulting in regular attendance of a larger number of delegates from Oregon.

Mr. Chambless writes under date of December 15th: "Regretted on account of making this change, that it was impossible for me to attend the Executive Committee Meeting of the N. E. A. at Chicago, but, being loyal to the Association and to Texas, I was instrumental in having Mr. T. E. Streight of McGregor, Texas, appointed on the N. E. A. Executive Committee from that grand old State."

* * *

The *Daily and Weekly Republican-Tribune* of Trenton, Mo., recently reached its forty years of single management. It is published by the W. B. Rogers Printing Co., with W. B. Rogers as President and N. G. Rogers, Secretary. The editor republishes his "Salutatory" of forty years ago, and declares renewed faith in the principles then declared. His first announcement, now repeated at the end of four decades, shows that the then young editor had right views of the useful mission of a paper to a community, as shown in the following:

"I desire to co-operate with the teachers and educators of the county in building up her educational interests, believing that the perpetuity of our institutions depends upon the intelligence of the people.

"I expect to have firm and decided views upon all political questions, and will advocate them with what ability I possess, but will endeavor to urge my views with that degree of moderation that will command the respect of political opponents."

The paper acknowledges an occasional disagreement "with some would-be party leaders, but time has always shown that its policy was right." This is certainly a cause for congratulation and glorying and not for apology. This is the day of independence in all worthy newspapers. Other reasons for satisfaction are found and stated as follows:

"The management appreciates the confidence of the people that the paper has always enjoyed and will continue to merit that confidence. The business of the paper was never better. Its mechanical facilities are unequalled in this portion of the state and it is constantly increasing in public favor."

The increased and increasing appliances and machinery, in the offices of combined newspaper and job offices all over the country, are constant causes for wonder.

* * *

It is always a real pleasure each year to receive, in advance of all others, the Christmas issue of the *Weekly News,* of Christchurch, New Zealand.

The Christchurch *News* in its Christmas issue is always a work of highest illustrative and typographic art. As we have had occasion to remark, New Zealand and the aboriginal races therein, yield wonderfully novel, picturesque, grand and everlastingly beautiful subjects for artistic representations. The supply seems inexhaustable. We have reproduced many of these illustrations in the past.

* * *

But here we must stop. Both space and time forbid further review of, or remarks upon, the newspapers that have reached our table this month, though hundreds must remain, for the present, untouched.

TENTATIVE PROGRAM OF 25TH ANNUAL CONVENTION OF NATIONAL EDITORIAL ASSOCIATION.

New Orleans, February 10-11-12, 1909.

Chambersburg, Pa., December 27, 1909.

B. B. Herbert, Chicago, Ill.

Dear Mr. Herbert:—I enclose a tentative program for our New Orleans meeting. I have a great many other lines out and expect to capture a number of other good speakers. The time is so very short to prepare the program that I have been rushed day and night. I hope, however, to have a good list of

Much obliged for names sent me.

I think everything points to a very large and interesting meeting. Yours truly,

A. Nevin Pomeroy.

In addition to enclosed program one evening session will be devoted exclusively to silver anniversary at which addresses will be made by Past-Presidents Herberts, Stephens, Williams, Dymond, Henry Bunnell, Screws and others.

Program Arranged Thus Far.

"Twenty-five Years of American Journalism."—Past-President Stevens.

"Journalism and Our Country."—Past President Williams.

"The Editor's Opportunity."—John Clyde Oswald, *American Printer,* New York.

"United Typothetæ of America."—George M. Courts, 2nd Vice-President Typothetæ of America, Galveston, Tex.

"Our Waterways."—Hon. J. Hampton Moore, Member Congress, Philadelphia, Pa.

"Advertising and Exploitation."—Joe Mitchell Chapple, Boston, Mass.

"New Responsibility in Journalism."—A. E. Winship, Editor *Journal of Education,* Boston, Mass.

"Effectiveness of Our Organization."—Sheridan Ploughe, Kansas.

"Duty of the Press in Good Road Movement in United States."—Past President Varner, North Carolina.

"State and Local Associations."—Hon. R. P. Hapgood, Pennsylvania.

"Higher Standards of American Newspapers."—Seth Brown, Editor *Commercial Union,* Chicago.

"What can be Accomplished by this Association."—H. D. Campbell, Ohio.

Reports of Committee and Regular Business.

In addition to above, I expect to secure Postmaster General Hitchcock, Secretary of Navy Meyer, Lieutenant Hobson, James J. Hill, and many others of our Association.

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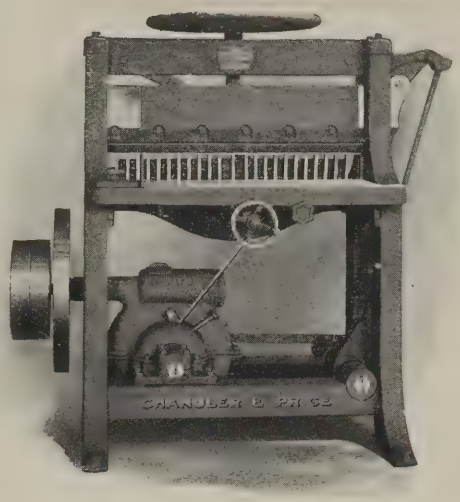

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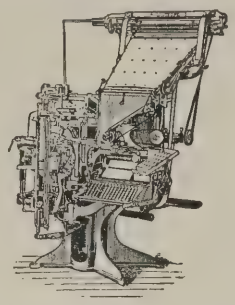

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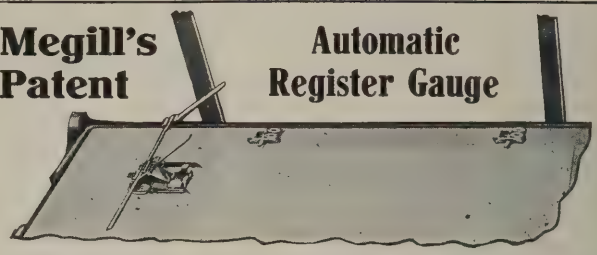

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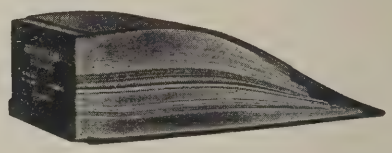

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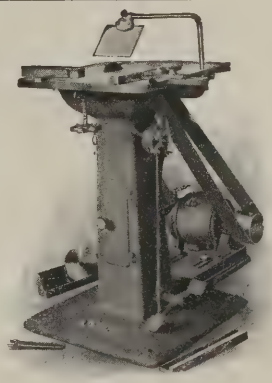

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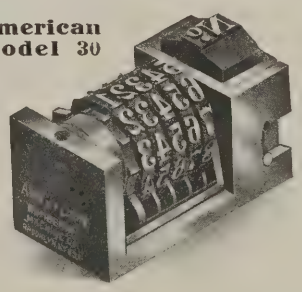

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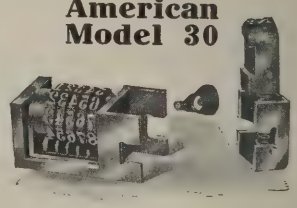

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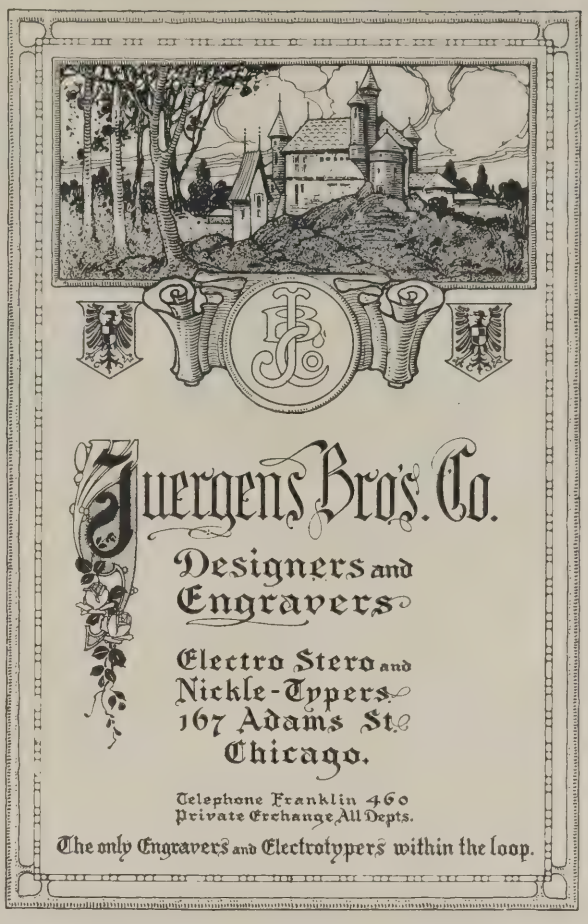


The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

We Hire the Hall

[Written for the National Printer-Journalist by R. R. Shuman, Trade Paper Copy Specialist Liquid Bldg., Michigan and Wells Sts., Chicago.]

IF we were to tell you that we had assembled five thousand master printers—not clerks, but proprietors—in a great auditorium, and that we had reserved a place for you on the program in order that you could tell that assembled multitude about your products—wouldn't you drop everything and spend days and nights in rounding up a speech that would wring dollars from that gathering?

And if you hadn't time to get up your speech yourself, wouldn't you hire the best brains in the country to do it for you?

Wouldn't you consider that we had conferred a tremendous favor upon you?

And wouldn't you gladly pay for your share of the cost of bringing that great crowd of buyers together?

Of course you would.

Well, sir, that is exactly what we are doing for you every issue of this paper; and the audience is waiting NOW for your speech.

Will you neglect the opportunity altogether?

Or will you sidle up onto the platform and weakly announce your name and address in a little 2-inch "card" voice and run to cover?

"A little 2-inch card voice"

No?

Then, perhaps, you have enough faith in yourself and your goods to talk to that audience in a half-page address carefully prepared?

But really, isn't such a hall full of employing printers with an aggregate buying power of millions of dollars, worth your SUPREME EFFORT?

What is the cost of one page an issue compared with the tremendous benefit that will come from that page rightly used?

The trouble is that we publishers have been too busy with our own little problems to put this important proposition in its real light.

And you manufacturers have been down so deep in the routine of your business that you failed to see the opportunity for yourselves.

Let's both wake up and get in the game RIGHT.

Lets consider the trade paper seriously—give it a chance to show what it can do—make real business talks to its audience of friendly listeners.

National Printer-Journalist

4618 W. Ravenswood Park, Chicago, Illinois

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

GENERAL NEWS FOR EVENING PAPERS. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

SITUATION WANTED—By a thoroughly competent Printing Press, Paper Cutter and Supply Salesman. Years of experience. Now employed, but contemplating making a change. Habits "Near correct." Address: Salesman, care National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

GERMAN NEWSPAPER AND JOB OFFICE FOR SALE—The "Nord Westen," German newspaper, located at Manitowoc, Wis., is for sale. Our building, Monotype with German and English equipment, Potter drum cylinder press, 2 job presses, full line of German and English job and ad type, complete in every respect. Inventory $10,000, sale price, $4,000 with $2,500 cash. Owner must sell on account of age and poor health. Address, Carl G. Schmidt, Manitowoc, Wis.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

PHOTO-ENGRAVERS
SHOULD USE
GLOSSOID BRANDS
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

$20,000.00 Cash Available for First Payment on Northwestern Daily Newspaper Property.

Run down or undeveloped properties worth twenty to thirty thousand preferred.
Proposition No. 566.

C. M. PALMER
Newspaper Broker 277 Broadway, New York

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.
European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

Two-Color Cuts and Copy

For a series of advertising that will boom your job department, something new every month, costs but $2 or $3 per month, owing to the service you choose, but it brings results. Don't despise the service because it is cheap. We make the price low because printers are not millionaires, but we go after effective results just the same. Write at once.

Business Builders
Frank H. Armstrong Adv. Co., DesMoines, Iowa.

ENGRAVED CARDS

For cash with order from the Trade we engrave one plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.05. Roman, Solid Old English, or French Script, $1.15. Shaded Old English, $155.. Shaded French Script, $1.65.

Engraved Wedding and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

BROTHER JONATHAN BOND

"FAMED FOR ITS EXCELLENCE"

A FITTING MONUMENT TO A DESERVING PATRIOT

Not extravagant but conservative, practical - exactly the paper to use for business stationery because it is favorably impressive, dignified and attention commanding. You should lose no time in becoming familiar with the merits of Brother Jonathan Bond. Write at once for samples.

Distributors of "BUTLER BRANDS"

Standard Paper Company	Milwaukee, Wisconsin
Benedict Paper Company	Kansas City, Missouri
Southwestern Paper Company	Dallas, Texas
Southwestern Paper Company	Houston, Texas
Pacific Coast Paper Company	San Francisco, California
Sierra Paper Company	Los Angeles, California
Oakland Paper Company	Oakland, California
Central Michigan Paper Company	Grand Rapids, Michigan
Mutual Paper Company	Seattle, Washington
American Type Founders Company	Spokane, Washington
American Type Founders Company	Vancouver, B. C.
Nat'l Paper & Type Company (Export only)	New York City
Nat'l Paper & Type Company	City of Mexico, Mexico
Nat'l Paper & Type Company	City of Monterey, Mexico
Nat'l Paper & Type Company	Havana, Cuba

ESTABLISHED 1844

J.W. BUTLER PAPER CO., CHICAGO

P. R. HILTON, President E. W. BEEDLE, Vice-President A. H. McQUILKIN, Secretary A. W. RATHBUN, Treasurer

THE HENRY O. SHEPARD COMPANY
Publishers, Printers, Embossers and Blank Book Makers

Five Trunk Lines : : Harrison 4230
All agreements contingent upon strikes, accidents and other delays beyond our control

120-130 Sherman Street
CHICAGO, ILLINOIS

THE HALL-MARK OF EXCELLENCE

Dec. 12, 1906.

Messrs. H. B. Rouse & Co.,
61-63 Ward Street,
Chicago.

Gentlemen:

The Ideal Vibrator which you sold us some time ago is giving excellent satisfaction and we can cheerfully recommend same to any one wishing to improve the quality or increase the speed of their platen presswork.

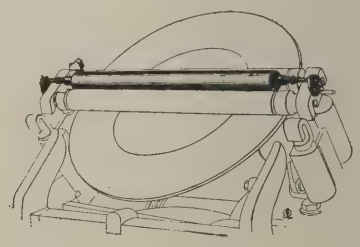
Yours very truly,
THE HENRY O. SHEPARD CO.
K

THE IDEAL VIBRATOR

Will increase the quantity as well as improve the quality of your platen press work. Does away with double rolling. Prevents streaking. Saves ink. Hundreds in use in the best offices.

REDUCED PRICES

Size	Price	Size	Price
7 x 11 -	$ 9.00	11 x 17 -	$11.00
8 x 12 .	9.00	12 x 18 -	11.00
9 x 12 -	9.00	13 x 19 -	12 00
10 x 15 -	10,00	14 x 20 -	12.80
10 x 16 -	$10.00	14½ x 22 -	12.00



Sold by Dealers Everywhere

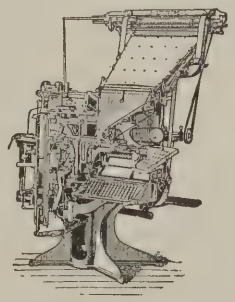
MADE ONLY BY

H. B. ROUSE & CO., 2214-2216 Ward St., CHICAGO

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

No More Cut Rollers

Ink-Dividing Bands

The Final word in color-printing.
Absolutely indestructible by fair usage.
All bands subject to approval.

N-M-C-R Company

370-372 Smith St., Brooklyn, N. Y.

To the Master Printer:

We presume a copy of **"The Matter With the Printing Business"** has reached every printer in America and that all are now familiar with the facts which it discloses. The overwhelming response that has reached us by way of business and inquiries is the best possible testimony as to the value of the service it has rendered the trade. If you have not received it we shall promptly send you a copy upon receipt of your application.

If the suggestion contained therein appeals to you and you decide to take advantage of the phenomenal earning power of the UNITYPE machine, we advise that you purchase without delay, and thus secure an early date of shipment. Many printers have already followed our advice; and there will soon be plants of UNITYPE machines at work upon book, catalogue, magazine, and similar work, in every large town and city of the United States and Canada. Those who secure the earliest installations will derive the greatest benefit, and be the more easily able to take from their competitors, who work by hand or run Hot-Metal Machines, presswork and binding along with the large amount of composition the UNITYPE will enable them to get.

The price ($1500) and terms ($150 in cash and $37.50 per month thereafter) are so small and easy that the investment need cause no one to hesitate because, as we have already shown, the UNITYPE invariably *pays for more than itself.* For his protection, no less than his profit, every general printer should have *at least one* UNITYPE machine.

Wood & Nathan Company

Number 1 Madison Avenue

NEW YORK CITY

New Type Faces

Their Business Value to the Printer

What is the greatest help that a type foundry can give the printer?

Analyze the question for yourself.

Of course, each unit of type must be perfect. But after perfection of individual units, what is the greatest help to the printer?

The issuing of new faces.

Why?

Because there is such a mass of printing put out from all sides, both in literature and advertising, that in order to get *difference* the printer *must use new faces.*

Modern printing is getting away from eccentricity. Type should not be set in eccentric designs, or crowded with over-ornamentation.

It must be easy to read.

And yet *it must be different.* The easiest way to get difference is with the new faces, and the printer having the greatest number of new faces can create the most business, because he can offer to his customers *the maximum amount of difference.*

The best proof of the value of new faces to the printer is shown in the tremendous growth of the American Type Founders Company, which puts out more new faces than all other type foundries combined.

Men realize that a successful business is the outcome of foresight, ingenuity and scientific business methods, and that wherever you find a great business leading in its field, its success has been achieved by splendid business methods.

Ask any printer what is the basic reason for the great success of the American Type Founders Company, and his answer will be "*New Faces.*"

Long ago, long before other foundries had foreseen the present development of printing, the American Type Founders Company was bending every effort toward putting out more and more *new faces*, and they sold them.

Why?

Because the printer found that new faces sold printing.

The printer found that the *customer's eye* was caught by the new face, and that as printing increased, the most practical way to achieve difference was with new faces which gave the effect of pleasing novelty, without eccentricity.

As the American Type Founders Company produced more and more new faces and sold them, the total volume of its business increased, the cost of

production decreased, and the volume of business was so large that greater expense could be afforded in the production of new faces.

From this action and counteraction, from this policy of increasing volume *by giving the printer what he wanted*, and decreasing cost of manufacture and increasing excellence of product, was born the leadership of the type industry.

Consequently, today the American Type Founders Company stands pre-eminent—bigger than all its competitors combined, and increasing year by year at a far more rapid rate than all other foundries put together.

Back again we swing to the reason for present increase—

New Faces.

One would think that this great company, with its infinite variety of faces, would rest content on its laurels and forego the trouble and expense of constantly issuing new faces.

But this it must not and will not do.

This company knows the printer is constantly calling for new faces, *because they bring him new customers and hold his old ones.*

As long as the American Type Founders Company leads the type industry in giving the printer what he wants, it will lead in the amount of business the printer gives it.

And so it keeps on issuing new faces.

Faces that are absolutely accurate, absolutely practical.

Faces, every individual unit of which is perfect. So that the printer can put out printing that in color, gradation, harmony and absolutely even tone, appeals to the American public, and especially to the American business men.

The business men in the United States are better educated on type than are those of any other country in the world. The printing press of this country is educating everyone to demand better printing.

Every design and combination of type has been tried before.

Eccentricity of composition has been used so much, and so thoroughly tried out, that it has practically been relegated to the past as useless.

Today and tomorrow call for plain, sane, easily-read composition, well printed.

Since this kind of printing is almost standardized, the only way in which *novelty and difference* can be obtained is in the use of the newer display faces in their various sizes.

These new faces can now be bought in weight quantites *at body type prices and discounts.*

American Type Founders Company

Text Set in 14 Point Cheltenham Wide.

COMPLETING THE COPPERPLATE GOTHIC FAMILY

LIGHT COPPERPLATE GOTHIC EXTENDED

A SERIES POPULAR FOR SOCIETY AND COMMERCIAL PRINTING

LIGHT COPPERPLATE GOTHIC EXTENDED

24 Point No. 70 — 5 A $2 55

MEN INVITE

24 Point No. 69 — 6 A $2 50

EXTEND FIRM

18 Point No. 70 — 7 A $2 00

RICH PRINTERS

18 Point No. 69 — 8 A $2 00

BRIGHTER HOMES

12 Point No. 68 — 11 A $1 50

DESIGNS FURNISHED

12 Point No. 67 — 13 A $1 50

MAGNIFICENT PRESENTS

12 Point No. 66 — 15 A $1 50

RETURNS CONSIDERED MADE

12 Point No. 65 — 18 A $1 50

REPRESENT NUMEROUS PRINTING

6 Point No. 64 — 17 A $1 00

CLEVER REPORT INTRODUCED PUBLISHER PRINTER EXHIBITING INTERESTING STYLES

6 Point No. 63 — 22 A $1 00

MANY CLEVER AND HANDSOME EFFECTS FURNISHED PLEASING TYPOGRAPHIC ARRANGEMENTS ENJOINED

6 Point No. 62 — 27 A $1 00

INCREASING DEMAND FOR DISTINCTIVE TYPOGRAPHIC DESIGNS PROGRESSIVE PRINTERS IMPROVING MERCANTILE INDUSTRIES

6 Point No. 61 — 30 A $1 00

SPLENDID LETTER FOR PRODUCING POPULAR AND DIGNIFIED RESULTS THERE IS NOTHING STRANGE IN THE SUCCESS OF ENERGETIC PRINTERS

$1234567890

ENTERTAINMENT OF

MUSIC

UNDER THE DIRECT AUSPICES OF

THE MENDELSSOHN STRING ORCHESTRA

MONDAY EVENING, APRIL FIRST

STRATHMORE ORNAMENT

RENDERED FOR THE FINANCIAL BENEFIT OF THE ORPHAN HOME

KENINGTEN AUDITORIUM

HENDERSON AND DERAN STREETS

MADAME KIMRES

DESIRES THE PLEASURE OF YOUR PRESENCE AT THE OPENING OF HER MAGNIFICENT

MILLINERY PARLOR

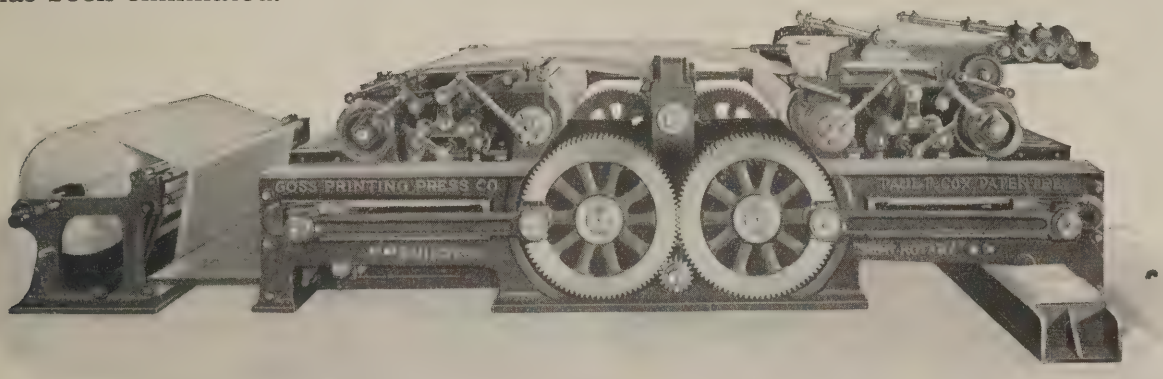
TO INSPECT THE LATEST AND BEST IMPORTATIONS OF LEADING PARISIAN CREATIONS

AMERICAN TYPE FOUNDERS CO.

BUY THE POPULAR AND MOST USED SIZES IN WEIGHT FONTS AT BODY TYPE PRICES AND DISCOUNTS

THE NEW SEMI-ROTARY FLAT BED WEB PERFECTING PRESS

Prints from type or plates. Built in two sizes to print either 4 or 8 pages or 4-8 or 12 pages of a standard seven column newspaper from one roll—requires but TWO INKING FOUNTAINS and TWELVE COMPOSITION ROLLERS (which are all interchangeable), has counter-balancing moving type beds (moving in opposite directions) ROTATING CYLINDERS, tapeless in and out feed, AUTOMATIC WEB TENSIONING DEVICE, CONTINUOUS MOVING PAPER, and many other new features which insure a steady running reliable press, one in which the web breaking has been eliminated.



PATENTED

The New Semi-Rotary Flat Bed Web Perfecting Press

The Press is Right. The Price is Right.

Read what users have to say after year's steady use:

Bakersfield, Calif., Oct. 16th, '09.

Gentlemen:

In April of this year we installed an eight-page press of your manufacture in our office, and at this writing it affords us sincere pleasure to state that the press has given the very best satisfaction, It has not given us the slightest trouble, and from the date of installation until now the web has not been broken or the ink rollers removed. The way the press pulls the web of indifferent paper through the machine is marvelous. The impression is excellent and the register absolutely perfect. The inking device, which throws the rollers in or out of contact, is a marvel of simplicity and results in a great saving of time, The ability of the press to print on heavy book paper without offsetting should commend the machine to book publishers.

In conclusion, we are more than pleased with the press, and are proud that we own one. We cannot say too much in commendation. It more than meets every expectation.

With best wishes for the success of the Semi-Rotary press, we remain, Yours very truly,

THE ECHO PUBLISHING CO.

(User of eight page machine.)

San Francisco, California, January 18.

Gentlemen:

After one year's most successful test, cannot refrain expressing our thorough deep satisfaction, press which works perfectly, in every respect beyond our expectations. We wish your company greatest success which cannot fail with such wonderful machinery.

L'ITALIA PRESS CO.

E. Patrizi, President.

(User of 12-page machine.)

The New Semi-Rotary Press is now being manufactured by

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
METROPOLITAN BUILD'G.

Factory and General Offices:
16th Street and Ashland Avenue
CHICAGO, ILL., U. S. A.

LONDON OFFICE:
No. 93 Fleet Street
LONDON, - ENGLAND

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

THE VALUE OF PRECAUTION

"A stitch in time.. often...
prevents an embarrassing exposure."

The daily use of QUEEN CITY INKS....prevents ink troubles....is a move in the right direction....shows progressive tendencies, and, above all, insures the user against unfavorable criticisms from valued and particular customers, who always expect and demand....the best.... Hence the oft-repeated advice, GET THE HABIT....the QUEEN CITY INK HABIT.

The Queen City Printing Ink Co.

1925 SOUTH ST., . . . CINCINNATI
345 DEARBORN ST., . . . CHICAGO
147 PEARL ST., ... BOSTON
734 SANSOM ST., . . PHILADELPHIA
6 W. 14TH ST., . KANSAS CITY, MO.
316 5TH AVE,, SOUTH, . MINNEAPOLIS

Western Newspaper Union

NEWSPAPER SERVICE

Plates and Ready Prints

MODERN METHODS
FIRST CLASS SERVICE
QUALITY

Our Sample Sheets Are Your Exchanges

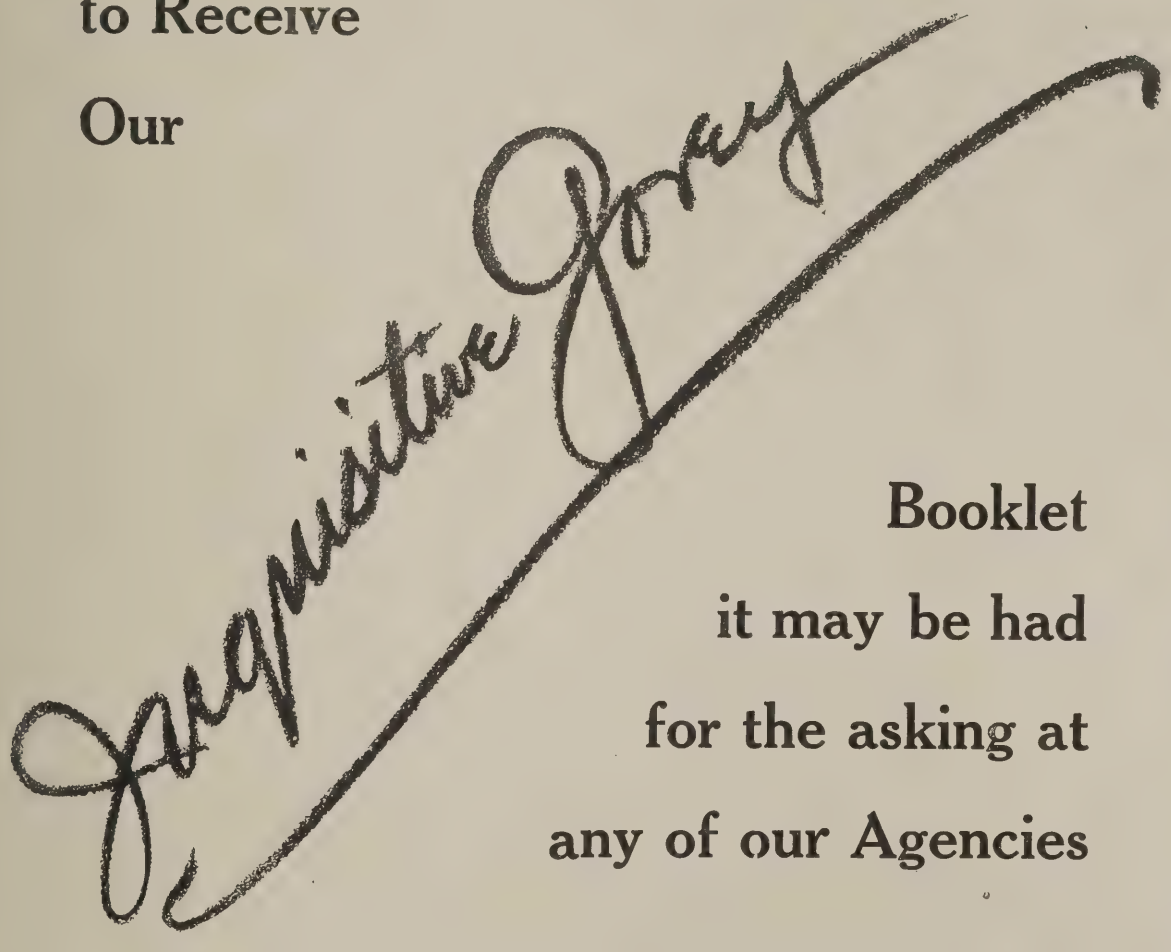
Write for Estimates and Prices

Western Newspaper Union

Chicago	Fargo	Muskogee
Cincinnati	Houston	Oklahoma City
Cleveland	Indianapolis	Omaha
Dallas	Kansas City	St. Louis
Denver	Lincoln	Salt Lake City
Des Moines	Little Rock	Sioux Falls
Detroit	Memphis	Wichita
	Minneapolis	

If Any Country Newspaper Publisher

Has Failed to Receive Our



Booklet it may be had for the asking at any of our Agencies

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

521 Wabash Ave., Chicago

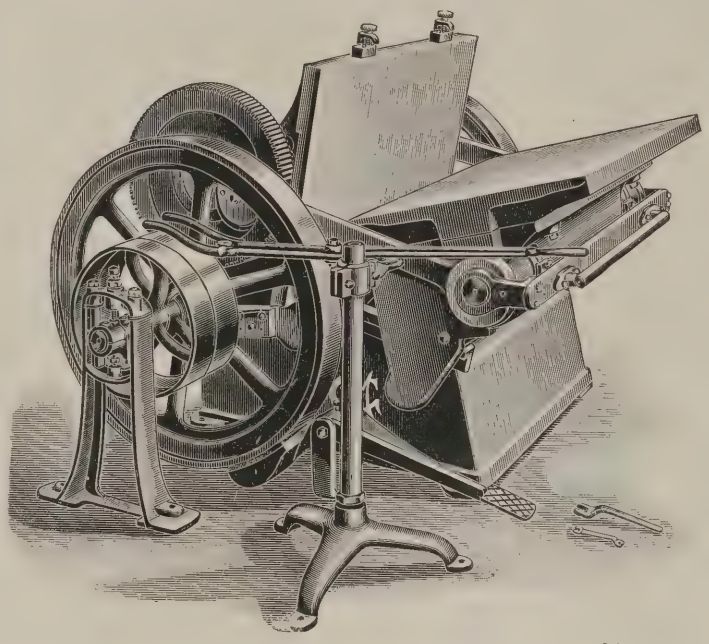
638 Sacramento St., San Francisco

332 Camp St., New Orleans

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

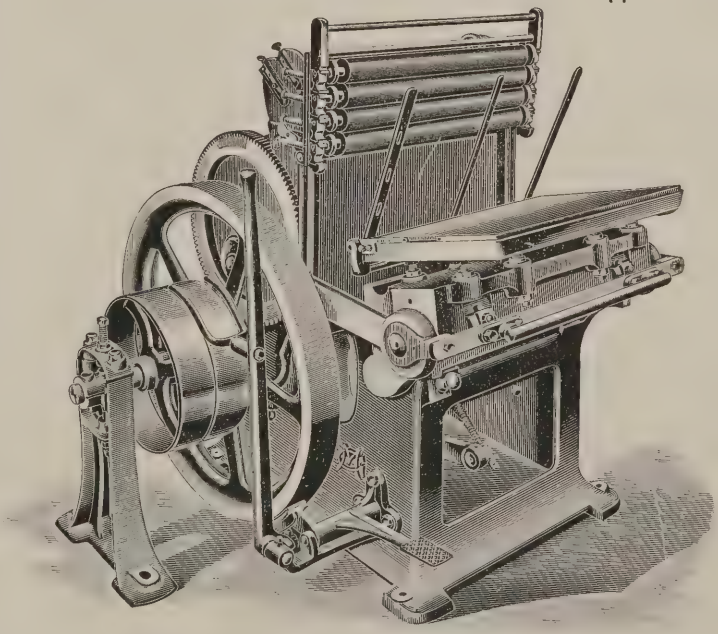
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

THE SECRET

We have two classes of customers.
Those who, first attracted
By the high quality
Of Ullman's Inks
Find our prices moderate.

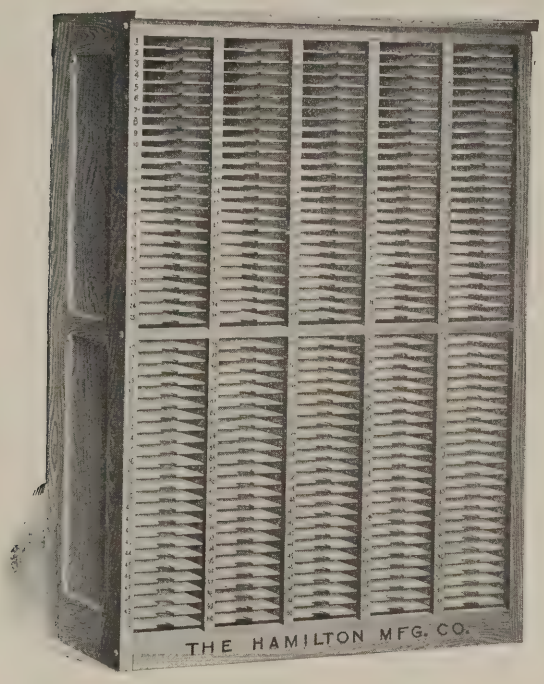
Others, who seeking to buy
The best to be had
At a given price
Find that in
Ullman's Inks
They get the best for their money.

Either way the test is made
The results will always point
To Ullman's Inks.

SIGMUND ULLMAN CO

NEW YORK PHILADELPHIA
CHICAGO CINCINNATI

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE



More offices are at present modernizing their composing-rooms than at any time in the history of the printing business.

It has become largely a question of necessity as well as of economy. A saving of 25 to 50 per cent in floor space, and from 10 to 25 per cent in composing-room labor, are items of too great importance to be safely overlooked.

That such results have been repeatedly accomplished is abundantly verified by the testimonial letters we are continually receiving from our customers, and which appear in our advertisements and in "Composing-room Economy," which shows the floor plans of more than thirty modernized offices.

If you haven't received this booklet and are interested in this vital question, send for a copy.

The installation of Modernized Composing-room Furniture is a question of possible profit and not expense.

Book and Job Galley Cabinet

This Cabinet has horizontal three-ply galley shelves, same as the Savage Imposing Stone Frames. All shelves are numbered consecutively. Each tier of shelves will accommodate fifty standard galvanized iron galleys, size 8¾ x 13 inches, the galley compartments being 9 inches wide by 13⅛ inches deep. Total capacity of Cabinet, 250 galleys.

There is no overhang of the top at the ends or back. Two of these Galley Cabinets can be placed tightly together side by side or back to back.

LIST PRICE AND DIMENSIONS

Occupies floor space, 14¾ x52¾ inches, height, 74 inches.

Weight, crated	**425 pounds**
List price	**$75.00**

THE HAMILTON MFG. CO., Two Rivers, Wis.: *Cleveland, Ohio, October 21, 1909.*

Dear Sirs.—The Job Galley Cabinets that you installed in our plant have met with great success. They both facilitate the handling of work and protect the type and plates. With the index system we are able to locate any one page immediately, a great saving in time. These Cabinets have paid for themselves in the short time that we have had them.

Yours truly,
THE BRITTON BRINTING COMPANY,
Per J. E. Doyle, Superintendent.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

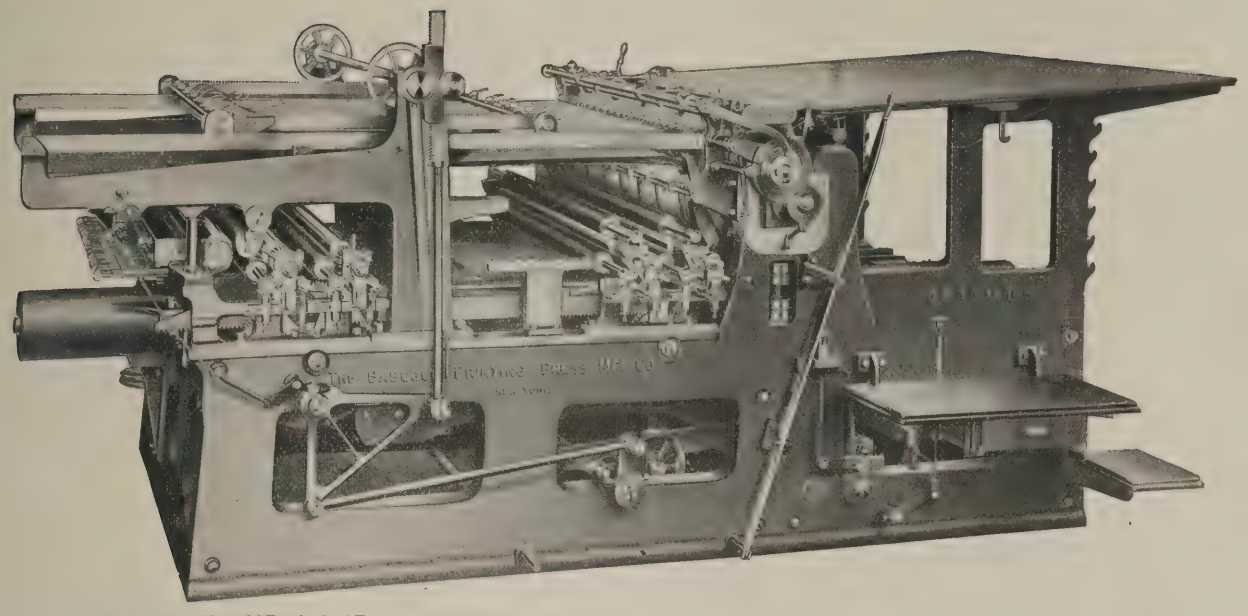
Not Competitors,—but Expert Assistants

We are not Job Printers, but our *Twenty years* experience making Engravings for Printers qualifies us to produce Engravings to suit the most exacting conditions.

Our Duograph plates for two printings, (both halftones), give results of depth and softness out of proportion to the increase of cost. Send for specimens of these and also our two color work for Halftone with engraved zinc tint block.

Established 1889

GATCHEL & MANNING
Designers & Engravers
in one or more colors
for all Advertising, Catalogue or Commercial Needs
PHILADELPHIA



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

"I personally do not think a cylinder press is good for fifteen years. After ten years I think it ought to go to the junk heap, and a new press go in," was said by a prominent printer at the recent International Printers Cost Congress.

That's his experience. He has not now, nor has he ever had, an Optimus press in his place; but he has a lot of others.

Printers even larger than he, and many smaller, are now operating Optimus presses that are more than ten years old, and are successfully competing in both quality and quantity. And these Optimus presses are good for years to come.

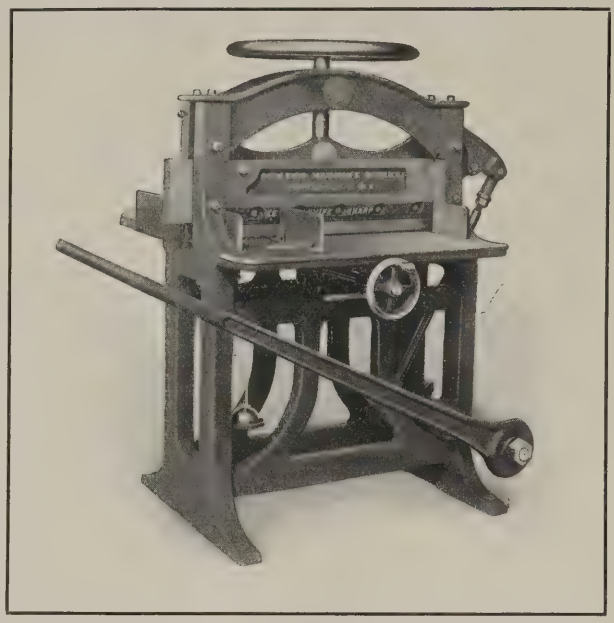
There is not an Optimus owner who will not say that a depreciation that eliminates the press in fifteen years is liberal, even if users of the others insist that ten years is their absolute limit. It is not difficult to determine which has the greater depreciation and the higher cost. The machine tells the story.

Have you noticed that we often direct attention to our old presses? No matter how old, they are still profitable and giving a good account of themselves. It is with these old presses that our competitors always compare their new machines. They don't tell you that these old presses may be twenty years in use, nor point out that our old still compete with their new. Neither do they tell you how much better are our new than our old. How often do they take you to look at their own old machines—if they have any? A year or so ago we were shown over a large plant in Milwaukee, and ran across an Optimus so old that we did not recognize it. "We can crush rock on that," said the superintendent. "It is the only press in the house fit for our heaviest work, and no one here knows it's age. We got it second-hand years ago." It is twenty-odd years old. We have never furnished a repair for it.

The Babcock Optimus

SET IN AUTHORS ROMAN

OSWEGO LEVER CUTTERS



cut paper like cheese with the new toggling lever motion

This pictures only one of the ninety sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-Made cutter, from the little 16" Oswego Bench cutter up to the largest 7-ton Brown & Carver Automatic Clamp cutter, has at least three points of excellence on Oswego cutters only.

A new book, No. 8, containing valuable suggestions derived from over a third of a century's experience making cutting machines exclusively, is mailed on request.

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

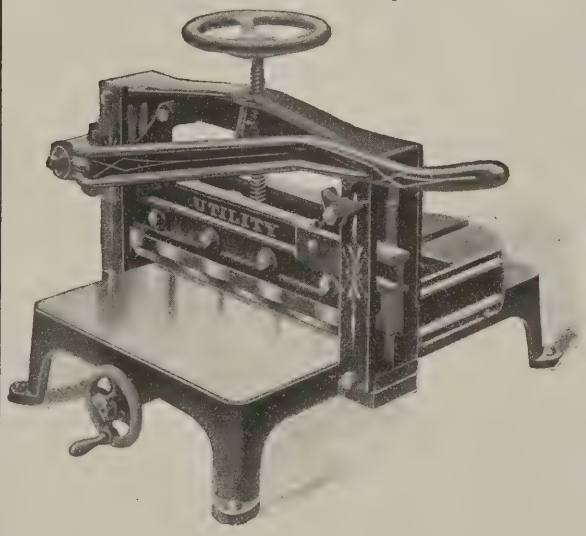
MAIN OFFICE AND WORKS, OSWEGO, N. Y.

NEW YORK BRANCH: 150 Nassau Street
WALTER S. TIMMIS, Mgr.

CHICAGO BRANCH: 347 Dearborn Street
J. M. IVES, Mgr.

UTILITY

The BEST Small Paper Cutter



SOLD BY ALL DEALERS

Pavyer Printing Machine Works

600-602-604 South Broadway

ST. LOUIS, MO.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

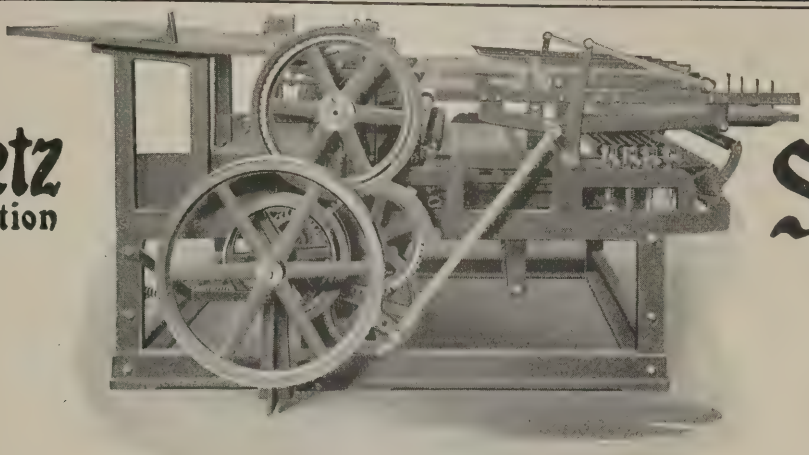
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

Stonemetz Two-Revolution



Stonemetz Two-Revolution

25x33″ — $1,100
26x38″ — $1,300
29x42″ — $1,550

Why Not Lead?

INSTALL a Stonemetz before your competitor does. It will prove a winner both as a money saver and a money maker. ¶ The Stonemetz is a neat, compact machine that will turn out two thousand impressions per hour in a highly satisfactory manner. Its rigid impression, splendid inking facilities and perfect register are noteworthy features. ¶ We will be pleased to mail you complete descriptive matter together with copies of commendatory letters from printers who are now operating Stonemetz Presses.

¶ The Stonemetz may be purchased on terms to suit the convenience of the buyer. Write for particulars.

Manufactured by **The Challenge Machinery Co.** GRAND HAVEN, MICH. U. S. A.

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
CHAS. E. NEWTON, *Vice-President* WM. S. BATE, *Secretary*

MANUFACTURERS OF HIGH-GRADE PRINTING INKS

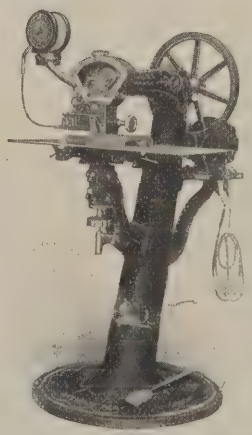
New York, 59 Beekman St. — Chicago, 357 Dearborn St.
San Francisco, 653 Battery St. — Seattle, 411 Occidental Ave

LATHAM'S MONITOR MACHINERY

for the complete bindery, stands at the top by virtue of 20 years experience

We manufacture

Punching Machines
Perforators
Embossers
Table Shears
Creasers
Paging and Numbering Machines
Scorers
Standing Presses
Job Backers
Etc., Etc.



5000 of our **WIRE STITCHERS** are now in use by the best Printers and Bookbinders in the United States

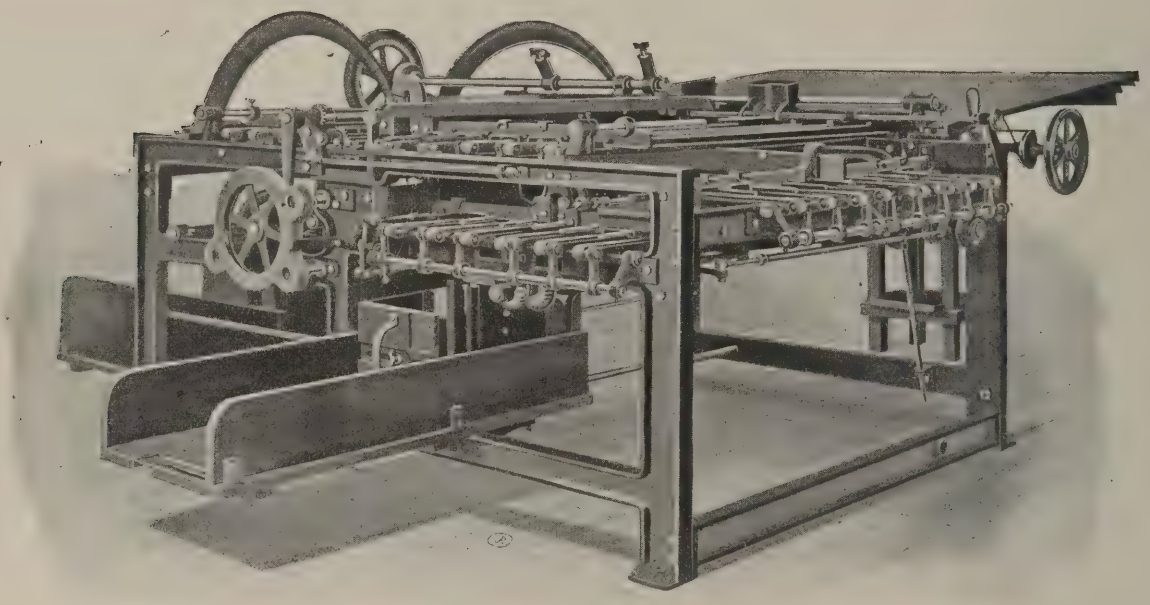
12 sizes and styles of Box Stitchers

No. 1, 20th Century Monitor Wire Stitcher

LATHAM MACHINERY CO.
Chicago: 306-312 So. Canal St.
Boston: 220 Devonshire St. New York: 8 Reade St

When You Buy
Investigate

New Model Jobbing Folder

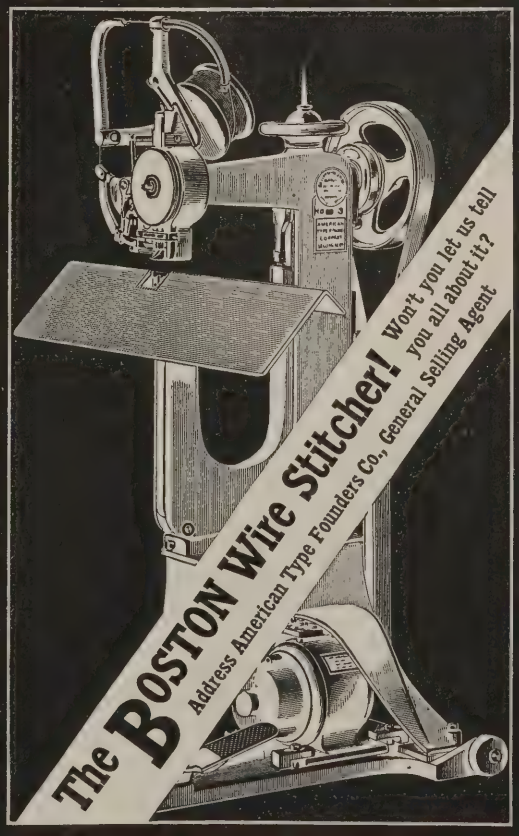


The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

Breton Cast Squares
Breton Cast Squares
Corners are the new
Better than Mitering
Breton Cast Squares
Breton Cast Squares



Boston Wire Stitcher No. 3, with Motor Equipment

Buffalo
Printing Ink
Works

BUFFALO, N. Y.

Electros from Halftones

IF your experience has been such as to lead you to believe it impossible to obtain electros from halftones with a printing quality equal to the cuts—we want you to know that we are making electros from halftones—every day—that are just as sharp and deep as the cuts, and that—the particular appliance that makes our quality of work possible was evolved by us. There is not another like it in the world.

One order will satisfy you that our electros are fully equal in sharpness, depth and printing quality to the forms or cuts sent us. Let us show you that the best electrotypes the world has ever seen are made by the

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn St. CHICAGO

The Evidence is Yours for the Asking

We also make designs, drawings, halftones, zinc etchings, wood and wax engravings, but—we do no printing.

LITHO ANTIQUE NEWEST TYPE FACE ONE OF OUR BEST

Closely Imitating Steel Plate and Lithography

6-Point, 40a 21A, $2.00 L. C. $1.00; C. $1.00
NEWEST AND MOST USEFUL LITHOGRAPHIC
Series of type faces yet produced. Especially useful for all high-class commercial printing, a neater never

8-Point, 37a 19A, $2.25 L. C. $1.15; C. $1.10
HANDIEST ALL-PURPOSE SERIES EVER
Produced for Enterprising Establishments 3

10-Point, 30a 16A, $2.50 L. C. $1.25; C. $1.25
LITHOGRAPHIC ART EQUALED
Progressive Printing Made Easier

12-Point, 28a 15A, $2.75 L. C. $1.40; C. $1.35
UP-TO-DATE JOB PRINTING
Imitating Steel Engravings 65

14-Point, 22a 12A, $3.00 L. C. $1.50; C. $1.50
BOLSTERS BUSINESS
Standard Lining Unit Set

18-Point, 16a 9A, $3.25 L. C. $1.65; C. $1.60
HIGH ART Displayed
SOLE $1234567890

24-Point, 11a 5A, $3.50 L. C. $1.90; C. $1.60
GRAND Forcible

30-Point, 9a 4A, $4.25 L. C. $2.25; C. $2.00
BOLD Square

36-Point, 7a 3A, $5.00 L. C. $2.50; C. $2.50
MINE Sold

LARGER SIZES IN PREPARATION

INLAND TYPE FOUNDRY, Saint Louis, Chicago, New York

ACME BORDER

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati
Buffalo
Toronto, Can.

New York
Minneapolis
City of Mexico, D. F.

Chicago
Philadelphia
Havana, Cuba
London, Eng.

St. Louis
San Francisco
Buenos Aires, S. A.

THE AULT & WIBORG CO.

Manufacturers of

LETTERPRESS AND LITHOGRAPHIC

PRINTING INKS

CINCINNATI · NEW YORK · CHICAGO · ST. LOUIS
BUFFALO · PHILADELPHIA · MINNEAPOLIS
SAN FRANCISCO · TORONTO · HAVANA
CITY OF MEXICO · BUENOS AIRES
PARIS · LONDON

LAC-O-LINE

A NEW LITHOGRAPHIC BASE

Supersedes Laketine and other Compounds of a Similar Nature

LAC-O-LINE is particularly suited to metal lithography and has proven to be most excellent for Offset work.

A trial of it will convince you of its merit.

If you do not use A. & W. LAC-O-LINE we both lose money.

It can be procured at any of our houses.

The Ault & Wiborg Co.

Cincinnati New York Chicago St. Louis Buffalo
Philadelphia Minneapolis San Francisco Toronto, Canada Havana, Cuba
Buenos Aires, S. A. Mexico City, Mex. Paris London, E. C., England

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, February, 1910 | Number Two

ADVERTISING RELIGION

The Bible a Model for Good Advertising

HERE is certainly nothing irreverent, impious or sacreligious in turning the attention of men and women to anything that is worthy, beneficial or tending to the higher life of service, purity and of moral and spiritual well being and upbuilding. For this reason we entirely coincide with the views of the Boston Evangelist, E. H. Packard, given in a review of his lecture, as follows in the Chicago *Daily Tribune* of January 21st:

"Churches that advertise and then deliver the goods when the people come after them will get the business."

This was the principal thought of the lecture given last night at Doremus Congregational Church, 3039 Butler Street, by E. H. Packard, the advertising evangelist of Boston.

Mr. Packard claimed that business methods were necessary to make religion a success. It was necessary, he insisted, to tell the people what the churches have in stock, and to tell it in an attractive way that would catch the public eye. It was necessary, moreover, to tell it precisely as the successful advertiser in commercial lines tells it, and to spend the necessary money in doing so.

"Business men," said the lecturer, "have four cardinal words which express the four leading principles of successful advertising, and therefore, of successful trade. These words are, 'Attention, interest, desire and results.' You arouse the interest of the people in the thing you are putting on the market. You get them interested in it, you produce a desire for the thing, and then you get the result—that is, you sell it.

"I have endeavored to see how these principles would apply to religion, and the results have been entirely satisfactory. But the work must be gone about in a business way. You must not be afraid. You must go out into the open, tell the public what you have to offer them, and then tell them the reason why they should have it. The results are sure to come when the right methods are followed. In the advertising of religion thus far the trouble has been that the advertisers have told what they have, but they have not given the reason. In the advertising I am advocating the reason is always given first and the place to get the good follows. It is the goods and not the place where the goods are kept that should be advertised in religion, and I need not tell you that the goods in this case is the word of God."

Mr. Packard illustrated his lecture with hundreds of lantern pictures showing different devices he had originated for various species of advertising.

This exhalts advertising and shows its higher uses. It is a privilege and a duty, as well, for anyone having anything that will help or better mankind to advertise the same. The fact that bad men, pretenders, hypocrites, false religionists, quacks, empirics, tricksters and pettifoggers use publicity to forward their nefarious business or to secure victims, instead of being the excuse for not advertising, is a reason why the worthy, confident in the goods or in what they are prepared to accomplish, should be the more active in making known their abilities. Physicians and others, by abandoning the field to the unworthy and the vile, only help the evil doers by leaving the people in ignorance. Truth made known, backed by conscientious zeal and good intentions, has nothing to fear from error and wrong.

We are not surprised to know that a successful advertiser has found the Bible the best model for effective advertising. Thomas E. Dockerell, in a recent address before the Poor Richard Club of Philadelphia, as stated in the Chicago *Commercial Union,* is quoted as saying:—

"After sifting all the great literature of the world for a working model from the Greek philosophers to Elbert Hubbard and the modern newspaper, I have come back to the Bible as the most satisfactory pattern for an ad-writer to follow. It has all the qualifications of good copy. It arouses the interest and convinces and stirs the reader to action, and those are exactly the things that the good advertiser seeks to accomplish with the public. The Bible lays down the law and impresses with the dominance of the mind that is there expressing itself. The successful advertiser should have the

same attitude, not of arrogance, but of superiority, of dominance. He should impress his readers with his superior knowledge of the thing he tries to sell and his better understanding of the needs of the buyer, and he can find no better example of such writing than in the Book of Books."

The force of advertising rests on sincerity, simplicity and an absolute faith that gives confidence and carries conviction. There is nothing improper in using the Book that promotes good, and reveals human nature in all its phases, as a model for the promotion of a worthy business or profession. We have here nothing to do with the historical accuracy or the inerrancy of the Scriptures, nor with theology or creeds, and we do not very highly value these things and doubt the wisdom of spending very much study or time in regard thereto, for the Bible proposes as an end, neither to relate history nor to teach exact science, but to enforce right living, piety and goodness. As a means of promoting or advertising right living and as means of saving men from sin and unrighteousness, the most gifted infidels, who have studied the Book, scarcely less than the ablest and most devout Christians and divines, have placed the Bible above all other means. It is, if read understandingly and with an appreciation of its object, the highest known work of publicity for the promotion of piety, spirituality and holiness, as well as of health and real earthly well being. It has to do with life in this world, as incident to an eternal existence and there is nothing therein that is concealed as to human frailties, needs, passions or wickedness. It is open, broad, fearless, and dominant. In all these, as well as in manner of treatment—in its directness, simplicity, clearness, truthfulness and interesting, instructive narrative; in argument, illustration and enforcement of conclusions and first established truths—worthy of imitation by every honest advertiser with honest propositions or goods to present. This does not mean that it is wise to use Scripture quotations or references in business announcements, nor to introduce references thereto. This savors of cant and hypocracy. Beware of the man who is always advertising his religion or his religious beliefs or making any display thereof to win attention or confidence. This is very different from the taking as a model the Book of Truth, in order to make attractive, convincing, truthful announcements in a way that there may be attention-commanding, knowledge-imparting, desire-awakening and action producing results, or in other words effectiveness.

"The best knocked city in the United States," was the term applied to Chicago by Chief of Police Steward in a short talk at a luncheon tendered him by the Chicago Advertising Association at the Club rooms, 118 Monroe Street. "Chicago is one of the finest cities in the country and it owes its position to the way it has been advertised," said the chief: "but in recent months it has become a fad with some of her citizens to wield their hammers, and as a result this is the best knocked city in the United States." The chief seemed to be unable to explain the activity of the adverse critics, but appealed to the advertising men to help correct the evil.

At several postoffices a test is to be made by the government to determine the amount of "waste" second-class mail matter handled in the different offices, and how much care is required in the handling of it, and the time it takes. The report will cover newspapers and other publications that remain unclaimed, are refused, or are not properly addressed

A Talk About Second Class Mail Matter "Subsidy"

AN EDITORIAL NOTE THAT EXPANDED INTO AN ARTICLE AS TO POSTAL SERVICE, AMERICAN SOVEREIGN CITIZENS AND THEIR SERVANTS—THE PUBLIC OFFICIALS.

The President of the United States, by an ill-advised statement and recommendation in his annual address to Congress, has again revived the question of a change in postal rates on newspapers and magazines. The particular paragraph of the message, shows both misinformation and prejudice. The statements made are both inaccurate and unfair. The President has evidently permitted himself to be mislead through pretended information furnished by some disgrunteled official, who looks upon this Government and the departments thereunder as belonging to politicians and their henchmen and not at all as a Government of the people, by the people, for the people. The President is unwittingly made to refer to the rate on second-class mail matter as a "subsidy" to the press. This whole matter has been carefully gone over and it has been shown that the rate of postage on papers was adopted for the purpose of saving the expense and loss to the Government of collecting of postage from subscribers—which had been the practice up to 1874—and to aid and encourage the people in the acquiring of knowledge. Every law is to be interpreted by the intent or purpose of the legislative body passing the same and it has been shown, by the complete history of the legislation in this matter, that, outside of simplifying the process of collection, the whole intent was the aiding to secure broader knowledge among all the people, by the people and for the people, in the interest of better informed citizenship. The legislation was for the benefit of the real sovereigns of the Nation, the voters, and not for the benefit of the office holders who are the well-paid employes of the people, nor to subsidize the press. It is unfortunate that governments have been so long modeled on the idea of the divine right of kings, on the dignity and perquisites of inherited positions that men now chosen to offices in a republic, come to imagine, at once, that they have some dignity or power over and above the people, separate and different from the performance of the work for which they are hired and paid. Take what is called the Franking privilege. Many officials seem to look upon it as a right belonging to them as individuals for which they are not expected to give any account or in the use of which they are not to be subjected to any limitation. No account must be kept of the cost to the people of the use of this privilege even for the purpose of honest bookkeeping. If a man, once in Congress, uses the franking privilege for his own private business or for the circulation of garden seeds and literature to keep himself in office, there must be no questions asked, but if the people, in their aggregate capacity as a government, wish to aid in the easy and cheap dissemination of knowledge as a means to fit

themselves to act as properly-equipped sovereigns, and to advance all learning and all the industries, it must be given the obnoxious and false name of a "subsidy to the press." The statement is also made that the carrying of second-class matter, for which a charge of one cent a pound is made, really costs nine cents a pound. Suppose that this were true and, necessarily true, what of it? Have not the people a right to engage in the encouraging of the spread of intelligence, just as much as they have a right to support the departments of the army and navy, to erect fortifications, build great vessels of war, for which no return at all can be expected, or to pay for seeds for Congressmen to distribute or even to pay the salary of a President. However, we challenge the statement, and allege that if true, the men who make the contracts for transportation of the mails ought to be ashamed of themselves. No firm or corporation in the world, outside a politician-ruled Government, would employ such managers of its business for a month. The trouble is that instead of trying to manage the postal department with the usual economy required in every branch of business, the effort, all along, has been for the increase of salaries and the doubling up of positions. Outside of those who really do the work of delivering the mails—the under clerks, mail clerks and carriers—the Government, today, is paying from twenty-five, to fifty and even three hundred per cent more than men are paid, or than they would be able to earn, in like administrative or clerical positions without any, and requiring no responsibility of initiative, or promotion, organization or salesmanship. It is curious that in public office, the matter of earning one's salary, of rendering full and adequate services for the pay received, seems never to enter into the consideration of public office holders, no matter how high or how low. The only thought is as to how to get greater pay regardless. The great trouble was at one time that a feeling had been aroused by the promulgation of the idea, that the papers were being carried at a loss, with a resulting benefit to publishers, and if rates could be raised there would be more money for the postal employes. This idea was overcome and the officials of the Postal Department settled down to a correct view of the whole question, admitting that existing rates, on legitimate publications sent to legitimate subscribers, ought to be retained, with the privilege of sending out sample copies to promote circulation, at the same rate, to the extent of ten per cent—instead of fifty per cent that had previously been allowed—in addition to the bonafide paid subscribers who should have the benefit of the low rate of postage on papers for which they had subscribed but that publishers were not to be permitted to swell circulation by sending out free copies, merely for the purpose of securing advertising. Legitimate papers doing valuable service in the dissemination of knowledge to the people or in building up the trades, the useful professions, education, agriculture, morals or religion were to be left undisturbed in their good work for the benefit of their subscribers and the Government. Everybody considered this just, everybody was satisfied and peace and harmony pervailed. It may be well to recount the facts that were patiently established by publishers to bring the department to this just and wise conclusion. It had been established beyond the possibility of controverting; 1st, that the existing rate of postage on newspapers and other periodicals was for the benefit of the Government and the people who constitute the Government, the sovereign American citizens; 2nd that the additional cost to the mail service—for the mails would have to be carried over the same routes even were all newspapers and magazines stopped and the great American press wiped out of existence—had been outrageously exaggerated; 3rd, that the newspapers and magazines directly and through the advertisements contained therein are the most effective promoters that could be devised, of the Government's one especially profitable business, that of first-class postage or the carrying of letters; 4th, that the newspapers and magazines render a direct benefit for the Sovereign Citizen of the Republic, through keeping them informed as to the matters essential for their information and guidance, intelligent action and co-operation in all the departments of their Government, and the plans and doings of their servants, the public officials, especially in the Senate and House of Congress, in the departments and branches of Agriculture, Commerce and Labor, of the Interior, Forestry and Conservation; 5th, that as railway compensation for transportation on mail matter is classed on a sliding scale, the rate decreasing with increase of tonage, second-class matter serves very materially to lower the rate on first-class, so much so that in 1898, as an illustration, had the ton-milage been 102,200,000 less than it was, or 169,800,000 as against 272,000,000, the pay to the railways for carrying the mails would have been substantially the same as it really was; 6th, that publications that had been built up under the present policy of the Government for the securing the dissemination of knowledge, the promotion of the industries, of general intelligence and good government, would be bankrupted by an increase of postage to the amount of less than one-third of what is now claimed to be the cost of transporting second-class matter—such an act or requirement would be the destroying of vested rights and confiscation or render-worthless, property built up under the laws of the Government in order to secure the services of the press to the people which services had been honestly rendered; 7th, that men of abundant means, stood ready to take up the carrying of the mails under the direction of the Government authorities, and to furnish adequate bonds to secure the performance of the work, and do the same at the present rate of postage or less and pay rent on all needed public buildings.

There were other good and sufficient reasons shown but these are sufficient for enumeration here. It ought not to be necessary to repeat these facts at all, for the postal administrators—wrongfully called "authorities," for they have no authority more than any other free American Citizen, though they have the obligation, under the laws, of performing their work with intelligence, economy and industry—had all those facts obtained through a commission at the cost of the people and plainly printed in two large volumes.

All that we have said has been stated with no prejudice toward President Taft for whom we voted with confidence and enthusiasm as we had for every one of his Republican predecessors, since we cast our first vote, in 1864, for Abraham Lincoln. We have believed President Taft able and honest and the best man that could be procured to serve the people in the responsible position of President or Chief Executive, not as a ruler, for we have no rulers in this country, except the Citizen Sovereigns, and there is no dignity higher than that of the American Citizen. As a servant, his obligation extends to the performance of that service honestly and efficiently without prejudice, fear or favor. He in this, is like all other servants and has, like each and every one of them, a right to hold and express his own opinions, and a duty, with that of every other good citizen, and every office-holder, to protect the people from being wronged, whether the wrong is threatened by those at the heads of departments or in other positions. Heads of departments are not to be protected or shielded in wrong-doing any more than are those in other positions. There are no subordinates in this Nation, to anyone except to the people and the laws, and the man who drives a team to haul fertilizers to the White House yards, has just as much right to accuse the President of wrong doing as the President has to accuse him—provided, always, that accusation should be made in good faith, with just moderation and a view to the character, good name and responsibilities of the accused. All have a right and duty to defend the interests of the Government made up of all the citizens, and no office will lose in dignity by every citizen doing his duty, and expressing his honest views whether that citizen be a Taft as President or a Pinchot as a conservator of our forests. However, it is the duty of each to speak and act only on reliable information and without prejudice. We have written, here much more than we had, at first, intended and, now, defer further discussions to a later time, when we hope to show, beyond controversy, that the claim that the country receives no loss and nothing other than valuable services from the press, worth ten fold more than the cost. We will only further remark, here, that the great trouble with the postal service is that it has come to be looked upon as a governmental or political function instead of a very simple business carried on for the people, involving neither politics or statesmanship, and, with present transportation facilities, demanding little administrative ability, or anything except ordinary intelligence, honesty and industry. To try to transform the postal service into an agency with which to rule others, to secure legislative or other offices, to keep parties in power, to pay political debts, to personal or party henchmen, and to destroy property rights, built up under the laws of the country, is simply tyranny in the broadest sense and corruption of citizens and robbery of property in its individual application. The treating of the higher positions in the postal service as political, to be changed with every new administration, is swinish. The policy of constant change, if practiced in other than government affairs, would bankrupt any railroad or other great business establishment. It is well, here, to remember some of the findings of the Commissioners, under the previous administration, after two years of close investigation with all interests properly represented.

We quote from the Report of the U. S. Postal Commission and from the Third Assistant Post Master General, as follows:

"The Postoffice Department is not now able, and never has been able, to furnish statistics as to the cost of the various classes of the mail matter, class by class, for the reason that it makes no provision for the separation of the operating expenses between the classes. It cannot be done with any mathematical certainty, *so must remain a mere matter of conjecture.* * * * It is impossible to escape the convinction that while the individual copy service costs greatly more than the revenue received, the bulk transportation service (mostly second-class matter), probably within the radius of average newspaper circulation, and possibly within the range of average periodical circulation, is one for which *the charge of one cent per pound is approximately adequate compensation.* * * * The testimony before this ommission incontestably establishes the proposition that within a definite radius second-class matter, separated and consigned in packages of medium size to one address (as most periodicals are), *can be transported with apparent profit at the rate of one cent a pound.*

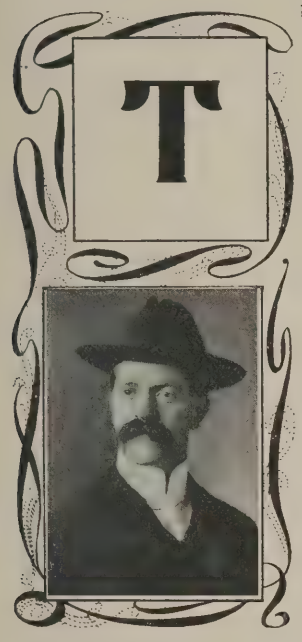
"Report of Joint Commission of Congress on Business Methods of the Postoffice Department and Postal Service (submitted after a labored and painstaking investigation with the assistance of several experts)—Hon. Boies Penrose, Hon. Jesse Overstreet, Hon. Thomas H. Carter, Hon Alexander S. Clay, Hon. John J. Gardner, Hon. James A Moon."—(House Document No. 608, 59th Congress.)

"The most conservative estimate of experts on postal matters is that it costs less than 2½ cents per pound to transport second-class matter in the mails; many estimate it at not less than 4 cents."—*Third Assistant Postmaster-General Lawshe*. (page 6, Senate Document No. 270, 60th Congress).

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.



THIS is of an announcement made to advertisers by the *Saturday Evening Post*.

Some years ago the wise ones would wag their heads sagely and tell you in perfect confidence that the weekly idea was "a dead one."

It was rather unkind to upset this little theory.

However, it is generally considered that the *Saturday Evening Post* is as live as a live wire. * * *

It will not take long to show that the *Post* has vitality aplenty.

Just above the opening paragraph is a portrait of Benjamin Franklin, who was certainly "a wise one," and lived "some years ago." But there was probably no intention to connect his counterfeit presentment with the statement, as the *Saturday Evening Post* people claim him as the founder of their really live weekly. And really the idea that the ordinary weekly periodical is not so good an advertising medium for the money expended as a monthly or a daily is a theory that has but recently been promulgated—by interested persons, of course.

"As live as a live wire" is not a happy phrase as used in the above connection. It generally does not impair the vigor of a live wire for a person to come into contact with it—the wire still retains "vitality aplenty"—but the uninsulated person is likely to take on the character of "a dead one." Naturally some might infer from the simile that the advertiser who connected with this particular paper might lose some of his own vitality.

The frequent references to the *Saturday Evening Post* by its publishers as "the *Post*" does not seem to be the best kind of advertising where there are so many *Posts*. A statement concerning "the *Post*" which would be merely glanced at might, after remaining in the minds for a considerable time, help some other Post than the one which paid for the advertisement. "The *Post*" is not the name of the *Saturday Evening Post*, any more than "the JOURNALIST" is the name of the NATIONAL PRINTER-JOURNALIST. And the possible psychological impression of using the wrong name should be carefully weighed by the publishers.

Advertising is an easy road to Easy Street.

GOOD, ALL BUT THE PUNCTUATION.

Greenawalt Printing Co., of Connorsville, Ind., advertise their Art Printery by means of a very attractive two-color card, using an Old English, I find pleasing, although it is new to me. In speaking of Greenawalt Printing Co.'s Art Printery why quote the last two words? One of the functions of quotation-marks is to throw a slur or a doubt upon the words quoted. For instance, in a late paper before me, there is this sentence:

Dr. Cook, "discoverer of the North Pole," is still in hiding.

The paper evidently believes that Dr. Cook is *not* the discoverer of the Great Nail. The print-shop of Messrs. Greenawalt and Curry surely *is* an Art Printery—so why quote?

A man may know how a thing should be done, and yet have indifferent success when he attempts to do it. Theory is very good in its way, but in most cases practice and experience are requisites of perfect performance.

THE BULLETIN'S ANNUAL CARD.

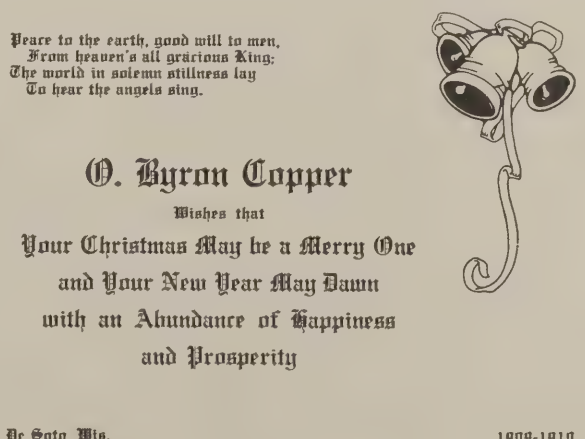
The *Evening Bulletin*, the paper nearly everybody in Philadelphia reads, never lets a New Year go by without sending a card out with the name of the recipient upon it, and brief best wishes. On the latest a vignette in a very faint tint shows the *Bulletin* building.

The Stone Printing and Manufacturing Co., of Roanoke, Va., sent a small blotter which was most effectively designed and composed. The principal display was, "Decide Now on 'Stone' Poster 12-sheet Calendars." The calendars, as the blotter announces, can start with any month, and so the blotter is always timely. The halftone of the man looking at the calendar is admirably drawn.

There's a bushel of fun in getting rid of a peck of trouble.

COMPLIMENTS OF MESSRS. COPPER AND HANSON.

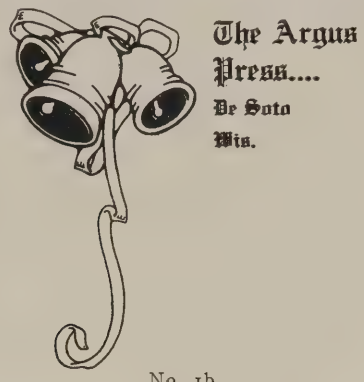
Each of my departmental confreres, Mr. Hanson and Mr. Copper, issued holiday greetings. Brother


Peace to the earth, good will to men,
From heaven's all gracious King;
The world in solemn stillness lay
To hear the angels sing.
O. Byron Copper
Wishes that
Your Christmas May be a Merry One
and Your New Year May Dawn
with an Abundance of Happiness
and Prosperity
De Soto, Wis.
1909-1910

No. 1a.

Copper's card, the original of which was in green and a rich red, is shown as 1a. 1b, is a good example of

an envelope corner in pleasing harmony with the enclosure. Brother Hanson's New Year's greeting is in the form of a folder, but the stock is of such a dark brown, the wording being of another dark brown, that



No. 1b.

I fear justice would not be done in a reproduction. A larger size of the same ornament as Mr. Copper used is very pleasingly printed in green and red on this folder, and, like Mr. Copper's, the design is a work of art, as might indeed be expected. This is the wording of the cherry wish:

The Job Review Department of the NATIONAL PRINTER-JOURNALIST sends you Greeting. May we hear from you often during the year 1910, and may the year bring to you that satisfaction which comes with the effort to excel in one's chosen work.

925 Linden Avenue, E. S. HANSON.
Wilmette, Illinois.

And now let the editor of the More Work through Publicity department, in default of such artistic expressions of good will, and New-Year and All-the-Year cheer, wish you all the good things that such a year as 1910 is bound to be will surely bring to those who have found their work!

Believe in what you know to be true.

Our worst mistakes are those we make wilfully, in defiance of our better judgment.

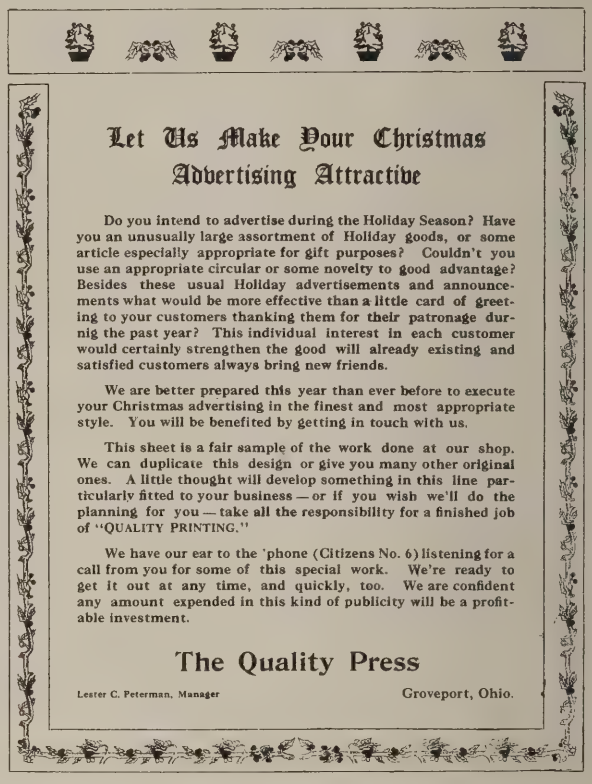
"CHRISTMAS IS COMING," SAID THE QUALITY PRESS—AND IT CAME!

Sometime before Christmas (the announcement I received was postmarked Nov. 22) the Quality Press of Groveport, O., reminded folks of its coming. When one gets an envelope with an attractive corner like this (2a), interest is whetted, even though it is an

No. 2a.

evident fact that Christmas is around the corner. And the message within (2b) is a splendid "follow-up," although nearly immediate to the envelope. The border is in red, green and black and the wording in black. "Any color so it's red," said 'Gene Field, but surely he would like to have his tomes rubricked with this delicate shade of that pervading color.

There is another circular which gives "A Few Words Concerning the Product of The Quality Press." It is in orange and blue—light blue, as is meet with orange—and with its liberal quota of white is an even more out-of-the-beaten-path job than the other. I should prefer to see the big heading in a


Let Us Make Your Christmas Advertising Attractive

Do you intend to advertise during the Holiday Season? Have you an unusually large assortment of Holiday goods, or some article especially appropriate for gift purposes? Couldn't you use an appropriate circular or some novelty to good advantage? Besides these usual Holiday advertisements and announcements what would be more effective than a little card of greeting to your customers thanking them for their patronage durnig the past year? This individual interest in each customer would certainly strengthen the good will already existing and satisfied customers always bring new friends.

We are better prepared this year than ever before to execute your Christmas advertising in the finest and most appropriate style. You will be benefited by getting in touch with us.

This sheet is a fair sample of the work done at our shop. We can duplicate this design or give you many other original ones. A little thought will develop something in this line particularly fitted to your business — or if you wish we'll do the planning for you — take all the responsibility for a finished job of "QUALITY PRINTING."

We have our ear to the 'phone (Citizens No. 6) listening for a call from you for some of this special work. We're ready to get it out at any time, and quickly, too. We are confident any amount expended in this kind of publicity will be a profitable investment.

The Quality Press

Lester C. Peterman, Manager — Groveport, Ohio.

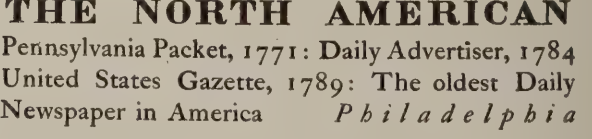
No. 2b.

larger series of the same letter the other headings are in, instead of De Vinne; but evidently the larger size has not yet been purchased. I don't know what the name of the face is, but get it! The three lines "The Quality Press," "Lester C. Peterman, Manager," and "Groveport, Ohio" are well composed, but as punctuation is omitted from the ends of the first and third lines, why a period after "Manager"? Come again, Mr. Peterman; your printshop is well named.

He who spends his time looking for lost opportunities is likely to lose those he has now.

A KNOCK TURNED INTO A BOOST.

This heading (3) of the Philadelphia *North American's* letterhead is old-style, as befits so old a paper. The first line is orange; the remainder black. This is not a new-style old-style; and yet who will say that it is not a sort of ever-fashionable style, as good today as it was ten years agone? This is not all of the print-


THE NORTH AMERICAN
Pennsylvania Packet, 1771: Daily Advertiser, 1784
United States Gazette, 1789: The oldest Daily
Newspaper in America *Philadelphia*

No. 3

ing on the sheet. On the lower left-hand corner is a fine cut of the great sky-scraper in which the paper is printed. How it would surprise the editors of the

Packet, Advertiser and Gazette! And at the side of the picture, across the bottom, there is this quotation from a governor's message:

"A Daily Newspaper of Wide Circulation, Published in * * * A Twenty-Story Building on the Main Street in the Heart of the City."—Extract from the Message of Governor Pennypacker to the Legislature of Pennsylvania, January 3d, 1905.

Now the humorous part of this testimonial is that it is an extract from a message which furiously opposed the *North American*. We hear little of Ex-Governor Pennypacker now-a-days, but the *North American*, old as it is, has many years of influence before it yet; and this sentence in its advertising helps to keep alive the name of Pennypacker, the foe of the cartoonists.

The advertiser who knows the most about human nature is best fitted to influence human beings.

A MESSAGE MEET FOR MANY TOWNS.

Not for a good while have I seen a booklet which pleased me so much as "Our City," which was issued by John D. Rerick of the Kendallville (Ind.) *Daily Sun*. Its artistic merit—color scheme, attached slip, composition, presswork and all would put to shame

[redacted]

THE Reclamation of Kendallville from morbid drowsiness is at hand. The churches of the city have united in an effort to build up the spiritual welfare of the people. It is the forerunner, the John the Baptist, of the unification of the business interests for the commercial welfare of the people. The Missionary and the Commercial Man go hand in hand. Their work is to build. Brother, are you a builder of the great Commercial Temple we want to errect here in our beautiful little city?

Let us tell you some cold facts. If they grate a little, please excuse it, because I am deeply in earnest, and the cause is close enough to our hearts to justify plain talk.

We are at sea, drifting without sail or paddle. We are split up with dissensions. We are radicals, one way or the other. The milk of human charity seems to have fled and left our breasts shrunken and our hearts shriveled. We watch each other jealously—jealously, instead of approvingly. We are too prone to believe that ulterior motives lie back of the progressive man's acts.

The Past is dead. The flowers have been spread and the tears have been shed. Let the great enshrouding mantle of God's charity for the human race cover that which is past.

The sun still warms us all with its genial, prismatic rays. The Earth is beautiful. The land is flowing with milk and honey. The harvests are bountiful. All—all are yours!

Brother, is your heart large enough to comprehend what I am coming to?

[redacted]

No. 4a.

many a big city office. But best of all is the Declaration of Reclamation of Mr. Rerick, which is reproduced as 4a and b.

I once wrote an editorial for a country paper in New York State, which I have lately tried to obtain, as it is certainly one of the best things I ever evolved. It was entitled "Boom Your Own Town," and I understand it stirred the dry bones considerably. But I have not been able to get it, for which I am sorry, as I could write much better in the days when the world and I were younger than we are today—and I meant all I said, as undoubtedly does Mr. Rerick. But for all that I did not write with the vim and vigor he puts into his little address.

The paper which booms its own town is of great and enduring value to the town, and is deserving of the

[redacted]

Well, it is UNITY. Unity of every interest in Kendallville. The crystalization of every effort, the force of every nerve. All in one grand movement for the uplift of the Commercial interests of Kendallville.

It is for YOUR good to forget the petty differences of everyday life and enter into this movement heart and soul. You are my brother, and I am your brother. Every man is his neighbor's brother. God has placed us in the world for some purpose. The weakest, the most inconsequential of us, are participants in God's plan. That purpose is the brotherhood of man.

Now, let that purpose come to our rescue in this, the time of need. Our commercial interests need our united effort.

We must organize. We must perfect a strong organization of our business men—every one—and then enter into this work with our sleeves rolled up and with our teeth gleaming with determination. We must have a leader. He will be raised up for us when we are ready. We must get ready.

Brother—and we are calling you brother in the true spirit of manhood—come with us with all your energy, with all your soul, and let's boost Kendallville!

Will you? Tell us. Tell us on the street. Come to The Sun office and tell us you will—YOU WILL! WE WILL!

WE WILL MAKE KENDALLVILLE STREETS BLOOM WITH PROSPERITY!

WE WILL!

The Kendallville Daily Sun is with you heart and soul. It will sacrifice to the crust of bread necessary to maintain life.

JOHN D. RERICK.

Kendallville, September 27, 1909.

[redacted]

No. 4b.

most loyal support of its citizens. Mr. Rerick is back to Kendallville after an absence of seventeen years, and is, as he said in another booklet, "mighty glad to get back to the best all-around city in the country." Still, many good towns need a revival now and then, and such a booklet as this is a more appropriate place than the paper in which to have a private heart-to-heart talk to those who need, in the language of the Episcopal prayer-book, to be "stirred up."

The booklet is remarkable from an artistic viewpoint. No city office, whatever its size or reputation, would be ashamed of such a production. The cover is of one yellow deckle-edge stock, and the four contained pages of another. On the first page is an article headed, "An Outsider Got a Good Impression of Kendallville," which is credited to "Advertising Critic in the NATIONAL PRINTER-JOURNALIST." A re-

production of the page of the former booklet which illustrated the N. P.-J. critique is printed in gray on white stock, and pasted on the page. The second and third pages (4a and b) have the rules and border of the ornament chrome yellow, the "T" rose lake, and the remainder green. The silken cord which binds the booklet is a rich red. The third page is shown as 4c.

THE KENDALLVILLE DAILY SUN has doubled its paid circulation in three months. It owes its friends a great deal. It has over ELEVEN HUNDRED warm friends. We appreciate them, God knows. And the policy of The Daily Sun is to go right on making itself better and better every day. It wants to be a credit to its Eleven Hundred friends. It wants them to feel not ashamed to speak of it, nor to show it to their friends. It wants Kendallville and The Daily Sun to be thought of simultaneously and spoken of with the same breath.

It has almost doubled its advertising rates, and its advertising friends have to a man stood by it. Not that only, but more. They have increased their space. And they have done it cheerfully. They know it is worth the rate—and more. They know we would not ask an exorbitant rate, even if we had the power and the circulation.

THEY KNOW THAT THE KENDALLVILLE DAILY SUN STANDS FOR THE COMMERCIAL INTERESTS OF KENDALLVILLE AND ITS PEOPLE.

Chicago, August 12.

We cannot help thinking that the August First number of the Kendallville Daily Sun is just too sweet for anything. Its headings, display, general matter, makeup and editorial revision of items all show human intelligence.

(Type Founders.) BARNHART BROS. & SPINDLER.

Chicago, July 25.

Only recently I learned you had gone back to your old love. Kendallville will gladly welcome your coming as Ravenswood will mourn your departure. I look forward to a return of your individuality in The Sun and Standard with pleasure, and wish you all the success imaginable.

(First National Bank) E. S. THOMAS.

No. 4c.

On this, the initial and its border are, like the reading matter, green, the ornament having sufficient darkness to give another shade. The first page differs from the others in having a rule border in the yellow, so, taking it all in all, the design of the booklet could hardly be surpassed.

The third page that the *Sun* "has over eleven hundred warm friends." This statement is presumably based on a circulation of 1,100. But surely the *Sun* has far more friends than that. It should be a paper that is read and loved by all the famliy, including those who, as Mr. Rerick has done, leave the town for a while.

Some speak feelingly of the cost of advertising; but do they ever think of the money it costs them not to advertise?

"HEART-THROBS."

This card (5) from Frederic W. Gardner, Chicago, gives an artistic presentation of one of the heart-to-heart throbs of Robert Louis Stevenson which is not so familiar to printerdom as other sayings of this gentle master. One of the greatest blessings of printing-and-publishing-advertising is this expression of some of the noblest thoughts of famous and also of

SO LONG AS WE LOVE, WE SERVE. SO LONG AS WE ARE LOVED BY OTHERS I WOULD ALMOST SAY WE ARE INDISPENSABLE; AND NO MAN IS USELESS WHILE HE HAS A FRIEND.—*Robert Louis Stevenson*

No. 5

unknown authors in an artistic form. Such a memento as this "blesseth him that gives, and him that takes." Some of the most artistic slips and cards of this order come from printers in the smaller centers of population.

If your advertisements contain neither ideas nor information, the size of them does not matter.

A-LIVE-AND-LET-LIVE AD.

This (6) is the way in which the Scraton *Republican*

SEE that your printing bears the Allied Trades Label. The following offices can put the label on your printing. Ask for it.

The Scranton Republican	Stone Printing Co.
Scranton Tribune	R. Kunz
Scranton Truth	Thomas E. Evans
Scranton Times	W. C. Tunstall
Scrantonian	Eureka Printing Co.
Boyer Printing Co.	Sanders Printing Co.
Koehler Printing Co.	R. E. Prendergast
Commercial Printing Co.	Davis Printing Co.
Dutch Paper, South Side	York Printing Co.
Griffiths Printing Co.	I. C. S.
Swartz, Dunmore	Italian Paper.
Schoen Printing Co.	Gerlock
People's Printing Co.	Metz

Patronize Scranton Industries

THE SCRANTON REPUBLICAN

IS AT YOUR SERVICE AT ALL TIMES

No. 6

printery advertises the label and its colleagues as well as Scranton and itself.

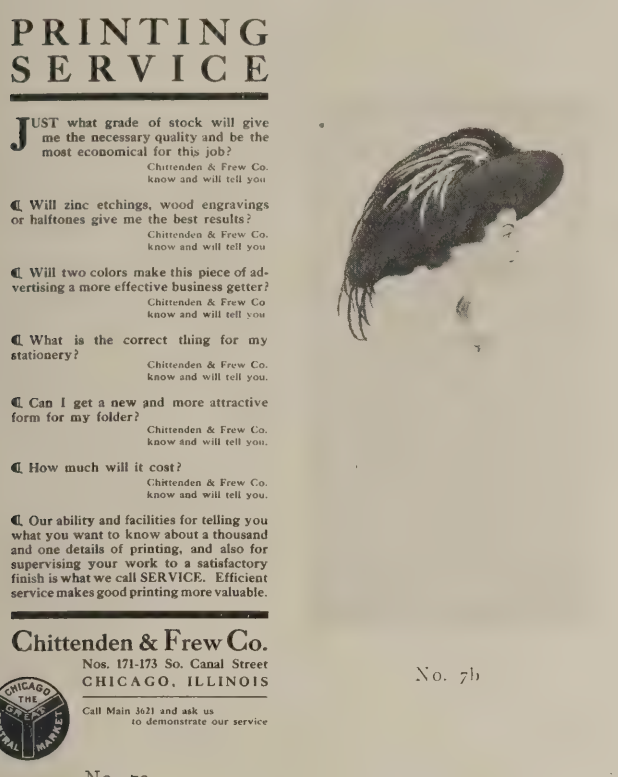
If a print-shop's appearance indicates lack of prosperity it will help to bring about the condition indicated.

AN IDEA IN BLOTTERS.

M. W. Mills, of the sales department of Chittenden and Frew Co., Chicago, sends a number of blotters which bear out their claims as to "Different Printing" and "Printing that's Good." The one with the heading "Printing Service" (7a) is a good example of the catechism form of advertising, and is so arranged as to hold the eye and be read with interest and conviction. It is in purple and red, on purplish-onyx stock. On onyx flecked with orange is another blotter in orange and green. The complement furnished by the stock and the ink is especially pleasing on this blotter

In addition to ordinary blotters with out-of-the-ordinary designs, Chittenden and Frew Co. use a series of blotter advertisements in which two printed blotters and an outer sheet of plate paper are bound with staples at the top. This series has pictures of noted

actresses, exquisitely colored, on the smooth sheet. 7b is an example. One of the blotting sheets begins: "We find a Blotter like this an excellent advertisement. Why not have us print some good advertising matter


PRINTING SERVICE
JUST what grade of stock will give me the necessary quality and be the most economical for this job?
Chittenden & Frew Co. know and will tell you
¶ Will zinc etchings, wood engravings or halftones give me the best results?
Chittenden & Frew Co. know and will tell you
¶ Will two colors make this piece of advertising a more effective business getter?
Chittenden & Frew Co know and will tell you
¶ What is the correct thing for my stationery?
Chittenden & Frew Co. know and will tell you.
¶ Can I get a new and more attractive form for my folder?
Chittenden & Frew Co. know and will tell you.
¶ How much will it cost?
Chittenden & Frew Co. know and will tell you.
¶ Our ability and facilities for telling you what you want to know about a thousand and one details of printing, and also for supervising your work to a satisfactory finish is what we call SERVICE. Efficient service makes good printing more valuable.
Chittenden & Frew Co.
Nos. 171-173 So. Canal Street
CHICAGO, ILLINOIS
CHICAGO THE CENTRAL MARKET
Call Main 3621 and ask us to demonstrate our service

No. 7a.

No. 7b

for you?" The first blotting sheet has the narrow composition, like the cover; the other the wide measure. I should like to see some more of the good printing of this Chicago shop.

The man who knows he is ignorant, and is anxious to acquire information, is in a fair way to know more than the man who thinks he knows it all.

HOW PLUCK WON OUT.

Albert Scholl, of Chillicothe, O., has issued a booklet entitled "The Triumph of Good Printing." The

No. 8a.

cover is so striking a combination of plainness and ornamentation that it is reproduced as 8 a. It is in blue and white, on storm-gray stock. The book is so interestingly written that the following extract is made:

How the Cause of "Good Printing" Triumphed.

As we look back over the four years of our business history we have reason to congratulate ourselves on the manner in which we have filled the particular niche in Chillicothe's business life that was waiting for its rightful occupant.

Sorely was the need felt among Chillicothe business men for a good print shop.

People who didn't care had their printing done badly at home.

The more particular were forced to send it out of town.

Then we came and changed it all.

The man who thought he didn't care, found he did when other business men began to use a better kind of printing.

Those who thought their work couldn't be done in town changed their minds a little after Scholl's Palace of Printing was established.

We fought for the business that was rightfully ours and won out.

* * * *

Our start was not auspicious.

We smile when we think of the pluck it took to go out after orders, with only twelve cases of type, an old flagstone mounted on a drygoods box, and an old Gordon Press that had seen better days—made for the printers of 1850—in the shop with which to execute our orders.

Yet we had taste and skill in our business, good judgment and plenty of ideas, and with these much might be done, even with such a limited mechanical equipment as was ours.

* * * *

We didn't smile then, but our competitors did. Said three or six months would see the finish of the shop that tried to do better printing than had ever been done in Chillicothe.

But we had stronger faith in ourselves and the business men to whom we were catering.

And now we are doing two-thirds of the printing given out in Chillicothe and getting plenty of business from outside sources.

That is the extent to which the cause of better printing triumphed.

So much for the Past. Now to the Present.

* * * *

We are not catering for the trade of the man who doesn't care how his printing is done, and won't pay for careful work. There is neither satisfaction nor profit in his work. We'll let amateur printers butcher it, and work for fun if they choose, and we'll go after the man who wants the best he can get and is willing to pay the fair price that good work rightly earns.

* * * *

We are often asked to put our estimates beside those of amateur printers. Naturally we refuse.

Equipment costs money, so does the time of skilled labor, the paper, ink, etc.

These things must be paid for and you get the value of them just in the proportion that you pay for them.

"Whatever is worth doing at all is worth doing well," and "what is worth doing well is well worth the price."

Good work is the first consideration with us, then we'll charge as little as we can.

* * * *

One of the pages of the booklet is interesting. It is not so artistic as the other pages, but has its merits from an advertising viewpoint. This is a left-hand page, the right-hand ones completing the title of the book in the running head. The border-design is orange. Such designs often improve a booklet very materially, and can be used in various jobs, a difference being obtained by the employment of divers strong colors and tints. An artist can be employed to make a design—in such a one as this he need only draw half of it—the engraver will "do the rest." Then as many electrotypes can be made as desired.

One page of the production has a portrait of Mr. Scholl, who has all the ear-marks, and eye-marks, and

nose-marks, and chin-marks of a hustler from Hustler County.

Some of the men who have no use for advertising are simply out of place. They should have stuck to some business that requires no advertising.

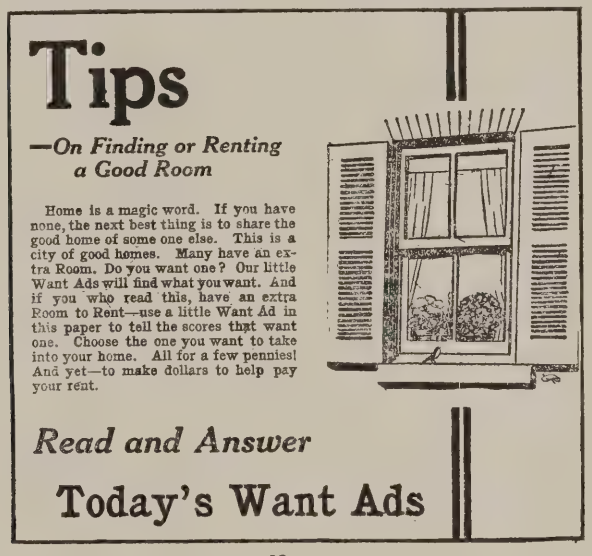
DISPLAY WHICH MANY WILL FIND OBJECTIONABLE.

The large display of the words "Almighty God" with a big question mark in one of the monthly ads of the *Cosmopolitan* certainly catches the eye, but although the advertised essay treats of the Deity, the use of these words as catchlines would seem to be a bending, if not a breaking, of the Third Commandment.

The ingredients of a good advertisement are simple, but it takes skill to mix them properly.

TIPS.

A series of very good "Tips" on want advertising is evidently the work of a syndicate, as they appear in


Tips
—On Finding or Renting a Good Room
Home is a magic word. If you have none, the next best thing is to share the good home of some one else. This is a city of good homes. Many have an extra Room. Do you want one? Our little Want Ads will find what you want. And if you who read this, have an extra Room to Rent—use a little Want Ad in this paper to tell the scores that want one. Choose the one you want to take into your home. All for a few pennies! And yet—to make dollars to help pay your rent.
Read and Answer
Today's Want Ads

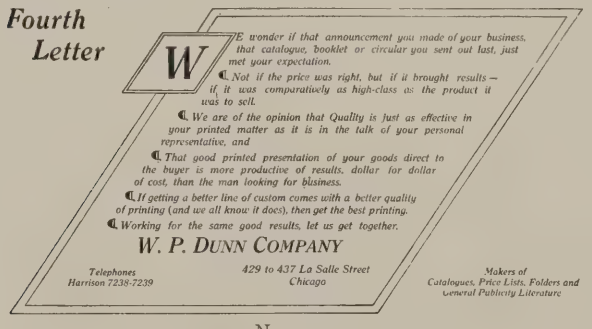
No. 9

newspapers as far apart as the Portland *Oregonian* and the Halifax (N. S.) *Herald*. Here's one (9):

Don't spend money in advertising if you don't intend to live up to what you advertise.

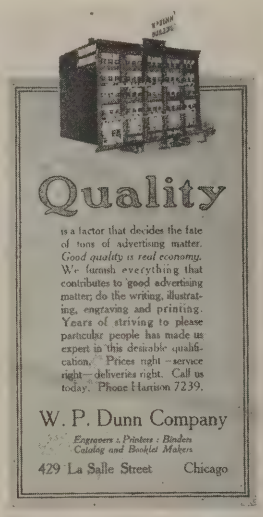
A "SLANTIDICULAR" JOB.

In italic composition, a good effect is sometimes obtained by making the entire design conform in slant to


Fourth Letter
W
E wonder if that announcement you made of your business, that catalogue, booklet or circular you sent out last, just met your expectation.
¶ Not if the price was right, but if it brought results—if it was comparatively as high-class as the product it was to sell.
¶ We are of the opinion that Quality is just as effective in your printed matter as it is in the talk of your personal representative, and
¶ That good printed presentation of your goods direct to the buyer is more productive of results, dollar for dollar of cost, than the man looking for business.
¶ If getting a better line of custom comes with a better quality of printing (and we all know it does), then get the best printing.
¶ Working for the same good results, let us get together.
W. P. DUNN COMPANY
Telephones Harrison 7238-7239
429 to 437 La Salle Street Chicago
Makers of Catalogues, Price Lists, Folders and General Publicity Literature

No. 10a.

the italic letters. 10a is an example of this method. The W. P. Dunn Company send other specimens of printing-advertising which make good use of a handsome picture in two colors of their new "House of Quality." Here (10b) is one of them. The word


Quality
is a factor that decides the fate of tons of advertising matter. Good quality is real economy. We furnish everything that contributes to good advertising matter; do the writing, illustrating, engraving and printing. Years of striving to please particular people has made us expert in this desirable qualification. Prices right—service right—deliveries right. Call us today. Phone Harrison 7239.
W. P. Dunn Company
Engravers : Printers : Binders
Catalog and Booklet Makers
429 La Salle Street Chicago

No. 10b.

"Quality" is large for so small a job, but the cut at the top helps to make the job an admirably balanced one.

Customers are never lost through courtesy, but the lack of it has driven many away.

AN ARTIST HANDICAPPED.

The small blotter sent by the Republican Job Printery of Maquoketa, Iowa, was evidently composed by an artist working under difficulties, the chief of these being the evident fact that the office is not equipped with several faces of the same series. The color-scheme is good.

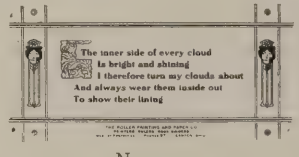
There is a wide difference between conceit and confidence.

WHEN QUALITY COUNTS.

It is not easy to get such a large amount of matter on a blotter as that on the one submitted by The Roller Printing and Paper Company, of Canton, O., and still have it so readable and so well composed that it will be read. "When Quality Counts the Roller Gets the Business," is the catchline. How popular that word "Quality" is now as regards printing! I have seen some "Quality Printing" however, whose quality was not good. Not that of the Roller, however. Roll on!

The money wasted for poor advertising would pay for all the good advertising required to carry on the world's business.

Here is a slip (11) which had a hole punched in it for the purpose of hanging. The motto is a cheer-up


The inner side of every cloud
Is bright and shining
I therefore turn my clouds about
And always wear them inside out
To show their lining

No. 11

one, as is the entire poem from which it is taken. Cheer-up mottoes are good advertising, and I feel

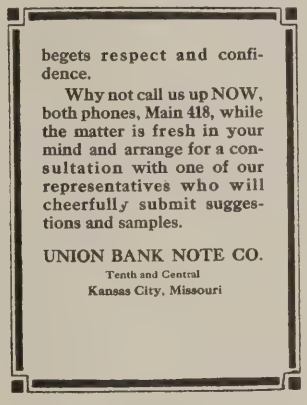
grateful to the Roller people for rolling some of my clouds away with this optimistic little slip.

What would you think of your newspaper if it came to you with the same news and editorials it had a month ago? Would you not be justified in thinking the editor a failure if he had nothing new to tell? What must your customers think of your advertisement and of you when they find you have nothing new to tell them for months at a time? Ask prospectives that.

"CONFIDENCE."

From the typographic department of the Union Bank Note Co., Kansas City, Mo., comes a booklet named "Confidence," which is calculated to inspire it. This company make a large use of their unique workmark, the "U" with the wings and the cogwheel. It

No. 12a.


begets respect and confidence.
Why not call us up NOW, both phones, Main 418, while the matter is fresh in your mind and arrange for a consultation with one of our representatives who will cheerfully submit suggestions and samples.
UNION BANK NOTE CO.
Tenth and Central
Kansas City, Missouri

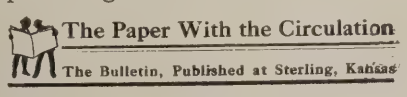
No. 12b.

varies considerably, the design on the cover being distinctly different from the one on the title page, which is shown as 12a. This page is in purple, green and brown. This (12b) is a page of the booklet (border green, text brown). Simple enough, but on the antique laid, how attractive!

The printer who can get along without advertising can get along much better with it.

"THE PAPER WITH THE CIRCULATION."

Reproduction 13 shows a clever use of a small stock cut. The picture gives an excellent idea of the in-



ALL THE NEWS
ALL THE TIME ....

No. 13

fluence of a paper that two people peruse at a time.

Humor is all right in certain kinds of advertising to a certain extent, but the ad reader is usually looking for informaton rather than humor.

"TELL US HOW MUCH."

This is the proposition made by the Brandow Printing Company of Albany, N. Y., on their January blotter:

If you do not care to wait for estimates, and you are limited to a certain sum, tell us how much you can invest, and we will give you the best we can for the money. If it is impossible to produce the work for the sum mentioned, we will so advise you.

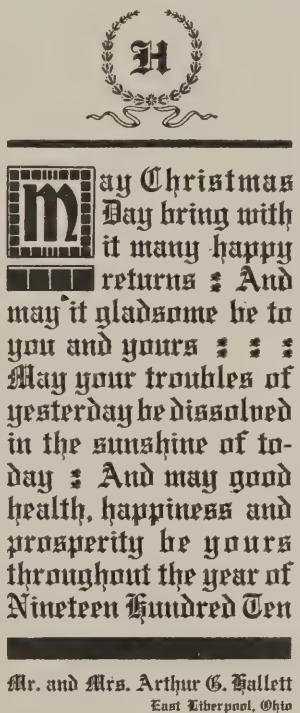
"How about your new SPRING CATALOGUE?" is also asked. A timely suggestion.

SUGGESTIONS FOR PRINTERS IN ENGRAVING ADVERTISING.

The Manz Engraving Company, Chicago, started the New Year by issuing monthly calendar blotters of high artistic excellence. Though these are the product of the engravers' art, they should prove most helpful and suggestive to printers because of their excellent composition and color-harmony.

GOOD WISHES FROM A GOOD PRINTER AND HIS WIFE.

The Christmas remembrance designed by Arthur G. Hallett, of East Liverpool, O., shown as 14, is particularly noteworthy as this fine printer includes his wife as one of the good wishers of the good wishes. The composition is on a cream rough-finish slip, pasted


H
May Christmas Day bring with it many happy returns : And may it gladsome be to you and yours : : : May your troubles of yesterday be dissolved in the sunshine of today : And may good health, happiness and prosperity be yours throughout the year of Nineteen Hundred Ten
Mr. and Mrs. Arthur G. Hallett
East Liverpool, Ohio

No. 14

at the top on bottle-green stock. The initials "H" and "M" are in red, the latter being bordered with green; the rules and the ornaments within the green initial-panels are a very pretty gold; and the remainder is green. The composition is excellent, the disposition of the various sizes of the Old English series being especially good.

THIS BOOKLET SHOULD MAKE MONEY.

From The Langley Quality Press, in Marion, Ohio, comes a booklet entitled "A Money-Making Service." It is indeed a dainty booklet. The cover is onyx, with a large bag of money as an ornament. The first page on which there is printing is shown as 15. The border is in a gray tint and the remainder in green. The

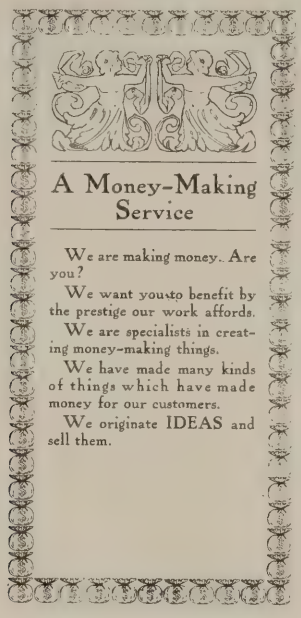
booklet is so catchily worded as to be well worth quoting:

We print.

We pay no attention to printers' traditions and stereotyped styles, for are we not creators of IDEAS and doers of things different?

Just ask us to show you and then judge.

Prizes in national contests are not awarded without reason, neither were the 79 prizes for advertisements given without proper consideration.


A Money-Making Service
We are making money. Are you?
We want you to benefit by the prestige our work affords.
We are specialists in creating money-making things.
We have made many kinds of things which have made money for our customers.
We originate IDEAS and sell them.

No. 15

If we win, why shouldn't our customers who profit by our ideas?

If you need printing, you need profitable printing and you need our ideas, and you might just as well have the best in town.

We build all sorts of advertising literature, from the conception of the idea to the delivery of the goods.

And we do little printed things, too, like cards, stationery and programs, BUT we do them differently.

To settle this matter, demand proof and watch us get busy.

Our prices ARE reasonable.

As long as we pay our telephone bills you can get us by calling R—1438. And to find us, just walk South on Prospect St. from Center.

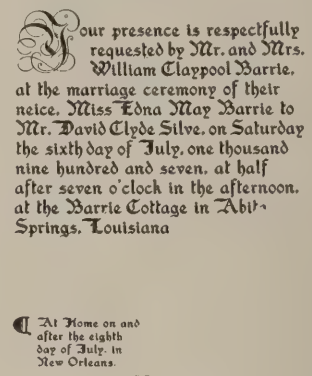
The LANGLEY
QUALITY PRESS
In Marion, Ohio.

This is good, bright writing. However, "the delivery of the goods" can scarcely be considered as a part of the *building* of advertising literature.

The 79 prizes which The Langley Quality Press won should of themselves furnish excellent material for a piece of printed matter. A list of the awards would be most interesting and convincing.

APOLOGIES.

I'm sure I don't know how to apologize to David Clyde Silve, of New Orleans, an old contributor to this department whose natural artistic talent I expressed great faith in years ago. For I was blissfully ignorant of the fact that he is a Benedict, and that I was bidden to the wedding, until just now. It seems that his invitation was placed with a raft of stuff for my two departments in a huge box while I was away from Brooklyn nearly three years ago, and it strayed into a large open envelope containing some printed matter whose nature I knew from the corner, and which I have never had occasion to use till now. But here (16) is not only a highly artistic piece of printing, but one into which Mr. Silve must have put his whole heart as well as his soul. The "bid" is on the daintiest deckle edge laid, with wide margins, in gray with orange initials and paragraph-ornament. Such an invitation as this—the work of the bridegroom-elect—


Your presence is respectfully requested by Mr. and Mrs. William Claypool Barrie, at the marriage ceremony of their neice, Miss Edna May Barrie to Mr. David Clyde Silve, on Saturday the sixth day of July, one thousand nine hundred and seven, at half after seven o'clock in the afternoon, at the Barrie Cottage in Abita Springs, Louisiana

At Home on and after the eighth day of July, in New Orleans.

No. 16

is infinitely more pleasing than a coldly-formal engraved note would have been in this case. Mr. Silve even showed his loyalty to unionism by placing a very small union label on the fourth page.

It is not, I hope, too late to acknowledge this invitation, and to wish Mr. and Mrs. Silve all kinds of happiness through a long and useful married life.

A BELATED GREETING.

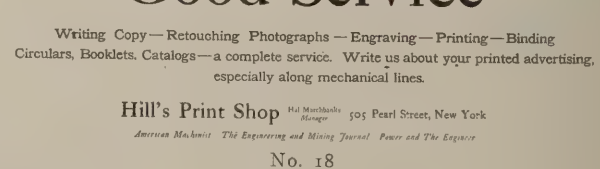
The Christmas Greeting from the Empire Printing Co., of Spokane, came in 1907, but has never before been reproduced. It is chiefly remarkable for the artistic arrangement of the holly ornaments. The

No. 17

berries, the "C" and the "G" are red. The red is printed over an elaborate background in the initial-piece. This will not, however, be shown in the reproduction (17). It is a pity, for the light and shade thus secured are wonderfully pleasing.

STYLE.

There is a great deal in style—whether it be the style of an author, or an artist, or an artist-printer.


Good Service
Writing Copy—Retouching Photographs—Engraving—Printing—Binding
Circulars, Booklets, Catalogs—a complete service. Write us about your printed advertising, especially along mechanical lines.
Hill's Print Shop Hal Marchbanks Manager 505 Pearl Street, New York
American Machinist The Engineering and Mining Journal Power and The Engineer

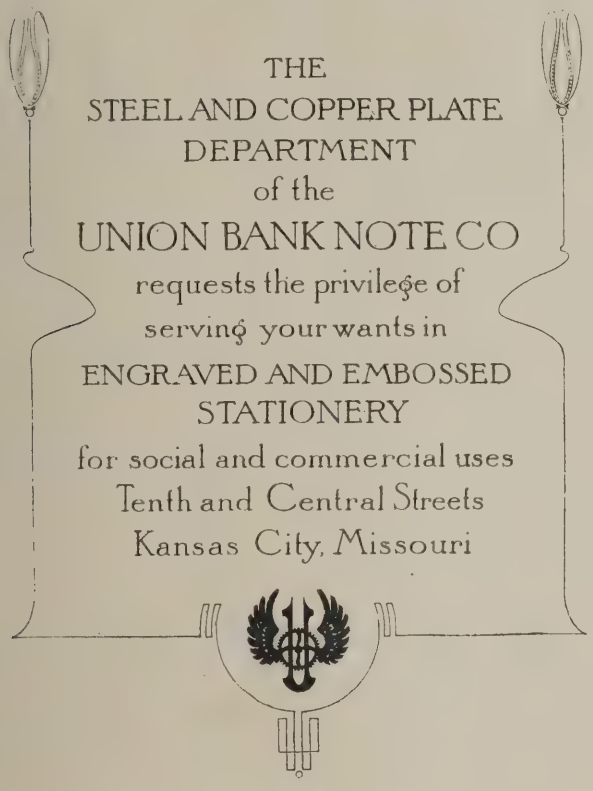
No. 18

So the minute I saw this blotter (18) which came in a plain envelope I said, "Here's our old friend Hal

Marchbanks!" though I had not seen his work since he was "near the locks at Lockport, N. Y." "Good Service" orange—the rest gray. It is a job that would attract attention anywhere—and yet how simple!—to Mr. Marchbanks.

ADVERTISING ONE DEPARTMENT.

Those all-around printers, the Union Bank Note Co., of Kansas City, Mo., have surely given a specimen of up-to-date lettering and design in the invita-



No. 19

tion shown in 19. This is on cream stock, the workmark being red, and a wide margin adding to the effectiveness of the design.

"FULL OF INTERESTING INFORMATION."

McLoud, Okla., December 20, 1909.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—For three years your publication has made welcome monthly visits—looked forward to with pleasure. Every department has been full of interesting and useful information and suggestions.

Thanking you for your efforts in behalf of the trade, we are, Yours truly, Butler & Butler.

Ocala, Florida, December 15, 1909.

Editor Herbert, National Printer-Journalist, Chicago, Ill.

My Dear Sir:—Excuse delay in sending you this—its for subscription and long overdue—but through your kindness the precious paper kept coming and is a source of great pleasure as well as instruction. You deserve all you get and a heap more.

Will await with pleasure your next issue.

With best wishes,

C. L. Bittinger.

Endeavoring to Solve Problems Between Employer and Employees by Co-operation and Mutual Understanding

FROM AN ADDRESS BY CHARLES FRANCES, BEFORE THE PRINTERS' LEAGUE OF AMERICA.

THE word "compulsory" is objectionable to the American people and, therefore, such a method of solution would be negatived without a trial and the substitute for this has been adopted by the Printers' League of America in its dealings with the unions during its existence.

The unions were found ready and willing to co-operate in a peaceful solution of the warfare that had raged with unceasing fierceness for nearly five decades, and which resulted in losses to our business alone, in the strike of 1906, of between fifteen and twenty millions of dollars.

For these reasons a few of the employing printers met together in the latter part of 1906 to put into operation the theory that employers and employees were identical in interest and should be so bound together as to produce more and better results to both parties, and while the waters have not been altogether unruffled during our three years of dealing together, we have gained a fraternity of interest and have drawn closer to each other every passing day.

Our plan of action is to form a coalition with the unions for the purpose of maintaining peace. This is brought about by bringing into our fold as an organization any union that has a sufficient hold upon the situation to control the supply of labor and protect the employer from unjust competition with employees who are not organized, and it is understood that the exigencies of the business must be taken into consideration so that the customer may be treated with fairness and not have to pay the onerous expenses of strikes and lockouts. Our contracts are drawn up by mutual consent by the officers of the associations, and when in a state to present to the body an open session with the members of the union is held so that any misunderstanding or erroneous impressions may not creep into the agreement without full and free discussions and elimination of any causes liable to create trouble.

This, of course, does not entirely obviate all unpleasant matters and the course by which we further proceed is that any complaint in regard to any individual, firm or corporation, or member of any union, shall be brought to the attention of the Corresponding Secretary of the Printers' League and in due course to the Executive Committee, and if by this means of consultation and conciliation there still remains dissatisfaction it is carried to the Trade Court so satisfactorily set forth by our Mr. Cherouny in the Constitution and By-Laws, both local and national. This Trade Court consists of three employers and employees, and if, after meeting, these fail to agree, then an arbitration is called for and the award of the arbitrator finally settles the controversy.

Up to the present time during the three years of the League's existence there has been no general strike, and agreements have been kept with one exception caused by a few recalcitrant members frequenting the accursed saloon too frequently and thereby failing to follow the orders given by their union and practically breaking a contract made in good faith. We, however, have the assurance of the president of this organization that a settlement of the matter will be made satisfactory to the League and its member who was, and still is, put to an expense and trouble that should not exist.

This movement, like all other movements of progress, will naturally have some setbacks and nothing but education along

the lines of friendly intercourse can finally overcome the ignorance and prejudice with which our rank and file have been imbued for years past.

One very important feature to the employer is that the business agent of the union does not have the authority to make himself obnoxious to individual employers by enforcing demands through a threat to strike the office but must submit any requests to the League for adjustment. This also relieves the business agent of the responsibility of individual action.

Our foundation contract with the unions is to the effect that we employ none but union members and that they in turn consult, conciliate and, as a finality, arbitrate any question brought forward either by employer or employe. Should the matter be either a reduction or an increase in wages, or a change in existing rules, the adjudication of these and everything of whatsoever nature must take the course outlined as above. The main principle underlying the whole foundation being *"justice to all,"* and in no sense as of old, "to the victor belong the spoils," but with an earnest purpose seeking to promulgate mutual interests always.

You may infer from the New York organization that you need an established office and a paid secretary, but this is not either necessary or feasible for small organizations, as the same results may be obtained through an Executive Committee meeting once a week when there is business for them, and omitting meetings when everything is running smoothly.

We fully believe that a peaceful result of all disputes or misunderstandings can be reached by the methods and contracts now in operation, and it is incumbent upon all of us here assembled to complete the work by the formation of the country into districts, as in Germany, we may the more easily be able to avoid the disastrous conflicts of the past, and show to the world that it is possible for employer and employee to dwell together in peace and prosperity.

It is only reasonable to suppose that many changes of detail in our work may be brought forth by the application of these principles, but the standard is flung to the breeze of a discarding of old methods and a building up of a new era.

I must not close without calling attention to the Court of Honor intended to be a means of prevention of unfair methods between employers and also reaching out to the employees of the higher class, such as foreman and superintendents, and establishing a code of ethics and procedure by which a court of justice may be guided. This portion of our work has been largely in abeyance owing to the more important question of amicable and fair relations with our fellow workers, the employees.

Should the intelligence of our employes help us in thoroughly establishing these principles, which I feel sure they will, we have the power in our hands to make this country what God willed it should be, the "greatest country of liberty freedom, justice and equality upon the face of the earth."

Finally, I revert again to the first words of my speech, that "whatsoever a man soweth that shall he also reap," and hope that we may here and now build a monument that will redound to our nation's honor and the gratitude of a great people will go forth to our sowing."

REMARKS BY THE EDITOR.

We give this address in full as many important principles are involved. Success or failure can only be told by the future. It is certain, though, that if either side goes into the organization with the hope of reaping advantages over the other or with any other ideas than that of full and honest services on the one side and full and honest treatment, consideration and payment—which is just as truly service as are hours of labor—on the other, failure will be certain.

There is one feature that should be considered. It is that of compelling men to join a union; to put themselves under the control, to be contracted for as to wages, by others, before they can be employed in one of the offices of the League and, on the other hand, the compelling of the offices to employ such men as can be furnished under contract by the unions, which seems to an outsider somewhat like a combination or monopolization of both so-called labor and capital.

We have ever contended that the interests of employes and employers were the same and that both should be united in one body for the good of all and each, and for the advancement of the calling, the training of men therefor, securing efficiency and keeping out the impirics, the unfit, the dissolute and viscious, and, so far as these things are sought, we can heartily endorse the purposes of the new organization. It should ever be kept in mind, however, that there is a third party, the public or the people, whose interests are involved and must be protected, and here comes in the government by and for all the people. If employers and employes were working only to produce articles for their own use or consumption and were in no way acting as the servitors of or seeking and doing work for others, the public might not be interested in, or have any right to interfere with or supervise their private arrangements so long as neither side committed a wrong or injustice, but no classes of men can issolate themselves—each and all are in a broad sense, the servants of all the people. No man can bind himself to that which interferes with public peace, security, advantage, profit or well-being; no one can bind another to slavery, nor interfere with the right of free employment or the disposing of one's labor freely and to his own advantage, so long as the hiring or labor does not interfere with rights of others or the superior right of the community, or the people.

New York State Press Association

The Fifty-sixth Annual Convention of this one of the older State Press Associations, held at Cooperstown, N. Y., proved a great success as shown by the following brief extract from the epitomized report of the proceedings by Secretary A. O. Bunnell:

"The annual address by President Luke McHenry was an inspiration to the accomplishment of the highest mission of the press—to render public service, an admirable sketch of James Fenimore Cooper and the scene of his labors, and a general welcome to all members. Horace J. Knapp, for twenty-eight years the efficient chairman of the Executive Committee, gave some sage advice as to the duties and privileges of membership and announced the program of entertainment. Secretary-treasurer A. O. Bunnell made his annual report, showing the finances of the Association to be in good condition; paid brief tribute to Jere Coughlin of the Watertown *Herald* and Walter C. Stone of the Camden *Advance-Journal,* members who had died since the last meeting, and to George H. Daniels of the New York Central, and Frank B. Garrett of Syracuse, also to Col. Andrew Davidson of the Cooperstown *Republican,* who died some years since; and exhibited a photograph containing the portraits of the presidents of the Association for its first fifty years, gathered after long research by the Secretary, and grouped by S. E. Wright. Standing committees were appointed. Communications of regret and regard from prominent members were read by the Secretary. O. F. Byxbee of the Inland Printer read a thoughtful and suggestive paper on "How to Secure Higher Rates for Advertising;" William B. Howland of the *Outlook,* delightfully told how little difference there is between conducting a local country weekly with 500 subscribers and being publisher of a national periodical with a circulation three or four hundred times as large. The Secretary read an address on "The School of Journalism of the Uni-

versity of Missouri" by Dean Walter Williams. Messrs. Byxbee, Howland and Dean Williams were voted thanks for their valuable contributions. The veteran Henry Stowell of Seneca Falls was called out and made feeling reminiscent remarks. There were informing discussions and speeches by various members. Willard D. McKinstry of the Watertown Times read an earnest tribute to Editor Coughlin. An urgent invitation to hold next year's convention at Saratoga Springs, presented by Editor Walbridge of the *Saratogian,* was accepted.

The following officers were elected for the ensuing year and Saratoga Springs chosen as the place for the next annual meeting:

President, William H. Greenhow, Hornell *Tribune,* Vice-Presidents, William J. Pollard, Seneca Falls *Journal;* Willard D. McKinstry, Watertown *Times;* Edward L. Adams, Marathon *Independent;* G. H. Carley, Cooperstown *Freeman's Journal;* Willet F. Cook, Canajoharie *Courier.*

Secretary-Treasurer, A. O. Bunnell, Dansville *Advertiser.*

Executive Committee, Will O. Greene, Fairport *Mail;* C. I. Combes, Johnstown *Republican;* R. L. Forbes, New Rochelle *Press;* Dr. E. H. Porter, New York *Homeopathy;* Gardiner Kline, Amsterdam *Recorder.*

The Association seemed to take on new life this year, and all look forward with renewed interest to next year's convention.

Mr. Greenhow was one of the New York delegates to the National Editorial Association at Seattle and he and his wife accompanied the party on the trip to Alaska and made hosts of friends, all of whom will agree with Secretary Bunnell in his statement that "No better choice than Editor Greenhow could have been for President of the old Association of the Empire State."

President Luke McHenry made a most admirable address and filled the position of toastmaster at the annual banquet to the delight of all. The other speakers were:

Louis McKinstry of the Fredonia *Censor;* Judge Arnold of Cooperstown; James H. Potts of the Troy *Times;* Hon. Daniel D. Frisbie of the Schoharie *Republican;* John A Sleicher, LL. D., of *Leslie's Weekly,* and Secretary A. O. Bunnell who acquitted themselves nobly and did honor to the Asociation and to the editorial calling.

Colorado Editors

The convention of the Colorado Press Association held at Montrose, had features worthy of note and was in every way a success.

To those associations that have been striving to discuss reasonably favorable legislation for press and printers, the report by F. D. Goodale who had acted as a representative of the Association will be valuable. The American Press report says:

"He showed that the main reason why measures recommended by the Editorial Association were not passed was because the members of the legislature had not been taught by the newspaper men what was needed before they reached Denver. He recommended that the same laws be submitted to the candidates for the legislature next fall and their promises secured before they were elected. The speaker of the house was especially bitter against the newspaper laws.

An excellent paper on "How to Make the Job Printing End of a Country Newspaper" was presented by Ed. H. Madison of the Brush *Tribune.* This paper was the subject of much discussion, and at least a dozen members took a hand before the debate was closed.

There was a short debate on the subject 'Resolved, That the Immediate Adoption of the Primary Election Law Would Be of Benefit to the People of Colorado.' A large number of prizes were awarded to various newspaper men for the excellence of their work in the printing line and for papers on subjects of importance as follows:

For the best article on "How to Get Up an Illustrated Edition from the Editor's Point of View," prize offered by Frank Reistle of $35 worth of half tone engravings, won by J. M. Miner of the Grand Junction *Herald.*

For the best article on "How to Get Up an Illustrated Edition from the Business Manager's Point of View," prize won by G. E. Hosmer of the Morgan County *Herald.* This prize was also $35 worth of half tones offered by Frank Reistle.

The *Steamboat Pilot* won the prize of $25 worth of printing material offered by the Denver typefoundry for the neatest Colorado newspaper.

The prize of $20 worth of printers' rollers offered by the Denver Type-foundry for the best display of commercial job printing was divided between the Grand Junction *Herald* and the *Steamboat Pilot.*

PRESIDENT WINS PRIZE.

G. E. Hosmer, president of the Association, won the prize of five reams of industrial linen finish bond offered by the Graham Paper Company for the neatest letter head printed on linen finish bond paper.

The prize for the most artistic bond letter head was awarded to C. E. Adams of the Montrose *Press.* This prize was offered by the Peters Paper Company and consisted of 5,000 silver state bond letter heads.

The Carter Rice and Carpenter Paper Company prize, offered for the best displayed advertisement, any size, was awarded to G. E. Hosmer of the Morgan County *Herald.*

The prize of $10 offered by the Bradley Paper Company for the best display of advertising booklets was won by the Grand Junction *News.*

The best assortment of posters and dodgers was shown by J. M. Miner of the Grand Junction *Herald* and won the Denver Printers' Supply Company prize, a Tubbs ten dollar labor saving furniture cabinet.

The paper on "The Government Envelope Evil," by Henry F. Lake, Jr., of the Gunnison *News-Champion,* was the subject of much discussion, all of it favorable.

A resolution against the imprinting of envelopes by the government for local business men was adopted."

Items of Interest

The Price County News is the name of a new paper started at Park Falls, Wis., by G. R. Cooper, formerly publisher of a paper at Boyd, Wis.

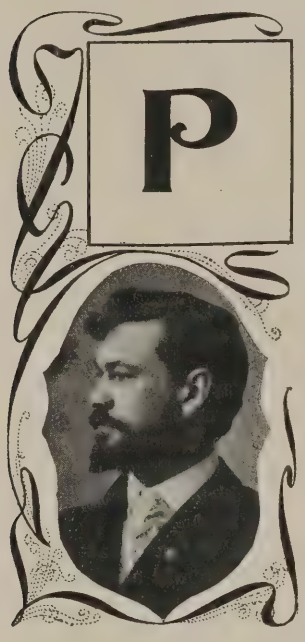
The St. Joseph, Mich., *Evening Herald,* will hereafter have eight pages on Saturdays, instead of the usual four and will use the extra space for a serial novel and miscellaneous features.

The Allegan, Mich., *Daily Press* suspended publication the other day with their 145th issue, due to lack of support. The paper was launched by Editors C. F. Davison and C. E. Moore, who made very commendable efforts to create the demand for a daily in that section, but could not develop out of the territory what is not there. They will continue the weekly *Press.*

Albert O. Barton for many years identified with the Madison, Wis., newspapers and for several years past editorial writer on the Wisconsin *State Journal,* has accepted the position of private secretary to Senator R. M. La Follette. Mr. Barton is of Norwegian descent, a graduate of the University of Wisconsin with the class of 1896, and hails from Primrose, Wis., where the senior senator was born.

NEWSPAPER CRITICISMS

Address all communiactions to O. Byron Copper, De Soto, Wis.



PRACTICALLY none of us newspaper boys are doing advertising for the big mail order mercantile houses, because we are rightly such a conscientious lot that we keenly feel the injustice that that would work to our local merchandising firms, who, as a rule, are patronizing the columns of their home papers today with more or less persistence and liberality. Likewise there are many of us who have gone back on the patent medicine ad. I have myself, or did a year ago, because the average medicine company insists on getting its publicity at less than actual cost and works all kinds of unfair means to deceive the publisher and secure a contract. But in our righteous repungnance for this class of business, generally speaking, newspaper-makers cannot put the similar plea that they turn it down for the protection of their local doctors, for here is a class of professional men, who, while in many cases not the least to benefit from the paper and the editorial family, nor comparatively the least in individual annual income, are nevertheless by virtue of their professional "code of ethics" invariably the poorest supporters of the paper to be met with in the community. In one community I know of there is a self-made shoe-maker who runs a dinky, little one-horse cobble-shop, and spends more money annually with his local paper for advertising than either of the two local physicians. Why such a fool idea as is embraced in their code should ever have taken possession of so intelligent a class of men as our physicians are supposed to be, is inexplicable. I am satisfied it is not because the average physician does not fully appreciate the value of favorable publicity, nor the efficacy of good advertising, that his ethical code taboos advertising, as is attested by the general eagerness with which the average physician welcomes and connives at securing free favorable mention in his home paper's columns; and hence it looks like a class scheme to cheat the makers of newspapers out of a part of their legitimate business. It is a cheap, unbusinesslike proposition, unworthy of the dignified class who upholds it. As it is, no doctor who hopes to bear a fair reputation among his professional contemporaries dares make use of other than the conventional ,and comparatively worthless, business card in the newspapers; and it naturally follows, too, that not always, but frequently, the ostracised quack takes criminal advantage of the doctors' foolish code and preys unmercifully upon the suffering public through printers' ink. The effect is anything but beneficial to the cause of advertising. Many proprietary remedies have also benefited by this foolish notion of the doctors, and have achieved phenomenal sales among the American people who read advertisements—sales that might otherwise have gone to the local physician, had he not hidden his light under a bushel measure. Surely the doctors must eventually come to see their mistake, see that it is like a man being afraid of his own shadow, that it is an idea belonging to the past ages; but there is no reason why we newspaper men cannot hasten that awakening through editorial jolts along the subject, which is really the primary suggestion of this effusion.

* * *

N. A. Turner, publisher of the *Tribune,* Colby, Kansas, sends me this interesting letter and accompanying ads.

COLBY, KANSAS, November 20, 1909.

National Printer-Journalist, Chicago, Ill.

DEAR SIRS:—We enclose herewith several samples of ads. I would appreciate a candid opinion and criticism of these ads on the following points:

In ad No. 1 (Eller ad) does the black parenthesis around first line help appearance of ad or would it look better without these embellishers?

In ad No. 2, (Foster Lumber ad) does the two small embellishers marked with X add anything to the ad or would it look better without them?

In ad No. 3, (Hampton ad) do the two little ornaments in the *first line* help the ad or would it look better without these?

In ad No. 4, (Ladd ad) does embellishers and hands around lines "Made to order and Ready-made Garments" help ad or would it look better with two plain lines?

In ad No. 5 (Morrison Ad) does the two black ornaments at close of ad help it? or would this look better plain?

In ad No. 6, (Wertz Ad) does the four embellishers in line "Department store" help ad, or would it look better without these?

A free opinion on these points will be appreciated.

Also on letterhead this is written on would it look better with four green corners only instead of ten green squares?

Very truly, N. A. TURNER.

Brother Turner has requested a personal reply, but as requests like this are numerous, with the danger of growing greater, should I once concede to them, that I would have time for little else, I am therefore obliged to attend to this matter along with all else pertaining to my work in this department. He has arranged his questions so that the answers may conveniently be made in the same order: First: The black parentheses in the Eller ad are unwarranted and detrimental. Second: The two "embellishers" in the Foster ad would be better omitted, with the line in which they occur centered. Third: Ornaments in the Hampton ad are undesirable. The line should have had more space

above it and the ends left clear. Fourth: Two plain rules would have been preferable in the Ladd ad; but, in my opinion there was no necessity for either; what the ad required was setting the lines, "Made to Order and Ready Made Garments," all in the same face and closing them up nearer together, with white space all around. Fifth: The two black ornaments at close of Morrison ad are decidedly inharmonious and out of place. Simplicity is the quality that an ad-compositor should aim to achieve. Sixth: The embellishers in the Wertz ad are quite as undesirable as the colons. The ad would have been much better without them. Seventh: Regarding the letter head, I should have by far preferred the four green corners to the numerous green squares as used.

* * *

Here is another brother who writes for a private review, but as my time is very limited, if not very valuable, I am compelled to refuse all such requests, but am always pleased to offer my candid opinion on all work submitted to me through the columns of this journal. Brother Smashey's letter runs as follows:

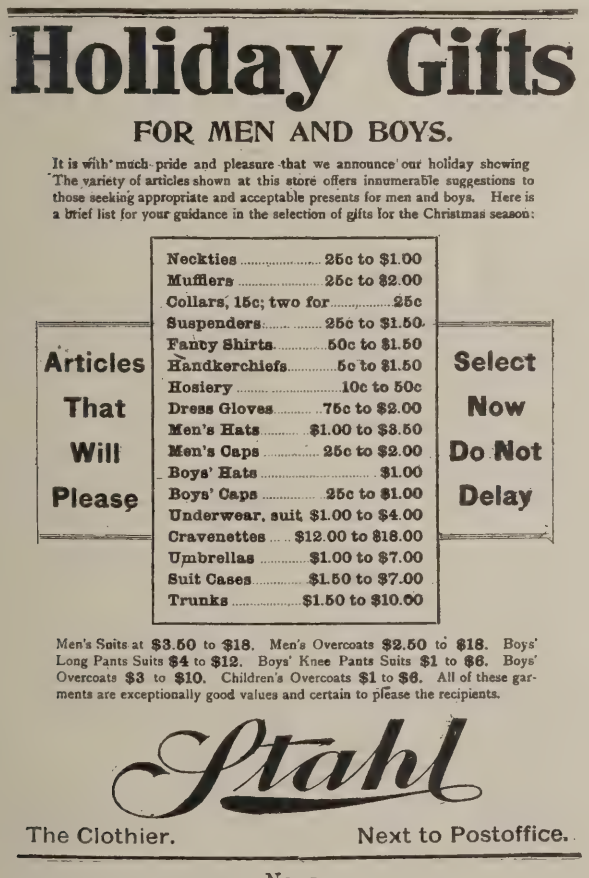
LAWRENCEBURG, IND., December 10, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have mailed you a copy of the *Press*, of which I was formerly part owner, but for which I am now working in the capacity of foreman. I would like to have you look over the ads, in general and the *good ones* in particular and write me your candid opinion of them, using enclosed envelope. The Stahl ad sent herewith was both written and set by me. How do you like the design? If you are still in business, kindly send me a copy of your paper. All ads enclosed are my setting.

Thanking you, I remain,

Very truly, E. S. Smashey,
Ex-publisher.

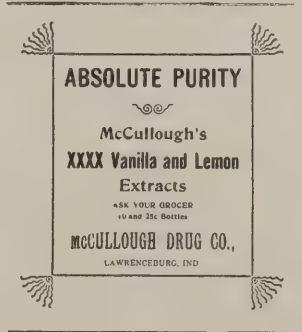

Holiday Gifts
FOR MEN AND BOYS.
It is with much pride and pleasure that we announce our holiday showing The variety of articles shown at this store offers innumerable suggestions to those seeking appropriate and acceptable presents for men and boys. Here is a brief list for your guidance in the selection of gifts for the Christmas season:
Articles That Will Please
Neckties 25c to $1.00
Mufflers 25c to $2.00
Collars, 15c; two for 25c
Suspenders 25c to $1.50
Fancy Shirts 50c to $1.50
Handkerchiefs 5c to $1.50
Hosiery 10c to 50c
Dress Gloves 75c to $2.00
Men's Hats $1.00 to $3.50
Men's Caps 25c to $2.00
Boys' Hats $1.00
Boys' Caps 25c to $1.00
Underwear, suit $1.00 to $4.00
Cravenettes $12.00 to $18.00
Umbrellas $1.00 to $7.00
Suit Cases $1.50 to $7.00
Trunks $1.50 to $10.00
Select Now Do Not Delay
Men's Suits at $3.50 to $18. Men's Overcoats $2.50 to $18. Boys' Long Pants Suits $4 to $12. Boys' Knee Pants Suits $1 to $6. Boys' Overcoats $3 to $10. Children's Overcoats $1 to $6. All of these garments are exceptionally good values and certain to please the recipients.
Stahl
The Clothier. Next to Postoffice.

No. 1

One who can set advertisements so well as Brother Smashey need have no dread of public criticism. The first example I will show herewith is the Stahl ad, which Brother Smashey says he not only composed, but also wrote and designed. (Exhibit 1.) To my way of thinking, this ad is without a serious fault. It is very neatly and nicely designed and the wording is excellent. Display could not be improved. The cross represented in the center is most appropriate, as an

No. 2

emblem of Christmas time. Ad No. 2 is also very neatly handled, every detail having been especially well attended to. This compositor has a perfect conception of the correct way of whiting out his work, which is one of the main reasons why it is so pleasing. Exhibit 3 is nice, but contains too great a variety of faces to meet with my full approbation. The Lawrenceburg (Ind.), *Press*, the paper on which Brother Smashey is employed, has lately added a new Eclipse folder to its plant, already made nigh perfect with new type and machinery, including almost everything that goes to make an ideal printery. It is now a beautiful paper, one whose makers apparently appre-



No. 3

ciate the fine advantages of a clean front page and uniformity and system in its makeup. It is indeed a pleasure to look upon such a fine newspaper. Not only is it excellent mechanically, but its literary features are also of an eminent grade, the man who does the writing being an expert in the use of proper English and a master story-teller. Concerning the request with which Brother Smashey closes the foregoing letter, I have to say that that is another thing for which I must keep a standing refusal; for, if I should

accommodate all such requests, I would soon have to order several extra quires of paper, which, as you all know, is expensive.

* * *

GENEVA, ALA., December 4, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed please find half page circular which I would like for you to criticize.

Yours truly, O. K. WILLIAMS.

If it were not for just one thing in particular, Brother Williams' circular would be O. K. like himself, but in setting this ad he has doubtless been compelled to use labor-saving rule, which, for an intricate panel scheme like this, except in the hands of a very fine expert, is practically an impossible material, be-

OUR SPECIAL CHRISTMAS SALE

Begins Wednesday, December 8th and Closes Friday, December 24th

Very Special

Christmas Presents

Do Your Xmas Shopping Now

Articles That Are PRICED SPECIAL For This Sale

Good Sheeting 5c yd.

Boys' and Men's Suits and Overcoats

Misses' Hose, 8c pair

Skirts

Men's Underwear 39c

Fair Quality Plaids 5c

36in Mohair 39c yd.

Ladies Und'rwear 25c

Apron Ginghams

12 1-2c Bleaching 9c

Specials in Groceries

Simpson and American Prints 4 1-2c yd.

15c Towels only 10c

C. D. CHAPMAN & CO

THE PLACE YOUR DOLLAR BUYS THE MOST

No. 4

cause with its use it is so very difficult to lay out the design so that the space between panels up and down and across will be of uniform greatness. It is hardly possible, either, to make a printed thing look well, particularly empaneled work, where adequate white margins are not allowed between the type and bordering rules. Aside from these objections, taken as a whole, this is not a displeasing job.

* * *

STERLING, NEBRASKA, November 11, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Feeling that I have not contributed my share to the Newspaper Criticism Department of your valuable paper, I am sending you by today's mail a few copies of the Sterling *Sun*. The composition of the ads is by the same Will A. Borland, of whom you have heard before. If they have any weak points, please advise me through the JOURNALIST. You will remember I made contributions to this department when I was on the Auburn *Republican* a few years ago.

Hoping to see this department of the JOURNALIST prosper, I am Very truly yours,

WILL A. BORLAND, Foreman of the *Sun*.

I clearly remember this compositor and his excellent work on the Auburn paper, and I am very glad to hear from him again and show my readers some more of his good work: Exhibits 5, 6 and 7. I need say nothing for these specimens, as they will speak for themselves. It is my opinion, however, that generally this brother is prone to be a trifle too "loud" in his composition. He should endeavor to overcome this tendency; keep his display lines down a little and get strength for them through surrounding them with an abundance of white. The Sterling *Sun* is a good, big, live paper, all home-printed, snapping and scintillating with enterprise and uptodateness. An excellent news service is rendered and all display work is done with modern faces. Half-tones figure extensively in the pages of this sheet and everything denotes hustle and success.

It seems, however, that he who looks for perfection is ever doomed to disappointment; even in this excellent paper I find, sprinkled in among the many good features, things that I wish were not there: For

NEW FALL

MILLINERY

I JUST returned home from the markets after purchasing one of the finest lines of Fall and Winter Millinery ever brought to Sterling.

All the new things in Trimmed Hats and Millinery Goods will soon be on display at my store, and I respectfully invite the ladies to call early and inspect this superb line of pretty things before the stock is too badly broken.

I am sure you can find something to please you and the price will be right.

Miss Ora Bush

No. 5

FLOUR!

Having added some new machinery to my mill, I now guarantee to produce as good flour as anyone.

During the Carnival

To Introduce My Flour I Will Make

Extra Special Prices

Try a Sack and Be Convinced of Its Superior Quality. Made Fresh from Old Wheat.

The Sterling Mills

J. JERABEK, Prop. Sterling, Nebraska

No. 6

instance, that unsightly heading; surely nothing could be chosen with less art in it; and the manner of running that old, old, old extended face between two head rules at the top of the first page is unpardonable. Another thing that is equally as unforgivable is the

CAR LOAD OF POULTRY

for Seattle, Washington

10½c for Springs and Hens

In trade. We load a car Tuesday, Wednesday, Thursday and Friday this week, Nov. 9-12. The poultry is now fat, the price high; better sell before the storms.

A GREAT SALE IN

Fall and Winter Goods! Do you know St. Mary now has one of the best stores in the county?

Shoes and Overshoes

Blankets, Comforts, Lap Robes, Horse Blankets.

We have stacks of them and defy any prices of city or town.

Dishes, Lamps & Glassware. We have one of the largest stocks in the county.

Five sets of 40-piece Dinner Sets, good decorated ware. Offering during this sale at. set $3.29

Underwear...

Men's, Women's and Children's Union Suits and separate garments. Fit up all the family before freezing weather

Men's Fine Sweaters, Shirts, Shoes and Hats

Dress Goods

Flannelettes and Outings. Now styles at less than city prices

Clothing and Overcoats

We will give 1-4 off, 25 per ct discount, on Men's and Boys' Suits and Overcoats. Why pay others more?

Gordon Caps, Hansen Gloves, Fitz Work Clothes

No One Sells Cheaper

To many this may be our first advertisement. We want to say in the most positive way that it will pay you to drive to St. Mary with your poultry. You can buy your FALL BILL OF GOODS of us to your entire satisfaction. We have a large, clean, new, up-to-date store, full of merchandise and a big, overflowing stock of new fall and winter goods and prices right. We have buying advantages of a large concern and lower expenses here. Therefore we can and will sell you as as low or lower than larger places and pay you more for your poultry

MAKE US A VISIT

C. V. Tourtelot & Co.

ST. MARY, NEBRASKA

No. 7

way in which the displayed spaces are scattered throughout the paper without form or system. It makes the paper look like a crazy-patch quilt that I used to see on grandma's spare-room bed back home —or, worse yet, like a veritable accident.

National Printer-Journalist.

GENTLEMEN:—Enclosed find specimen of my advertisement composition.

You will find that I believe in symbolism in composition and tried to work out this idea whenever possible, etc.

The National emblem, an Indian rug pattern, a comet and so forth.

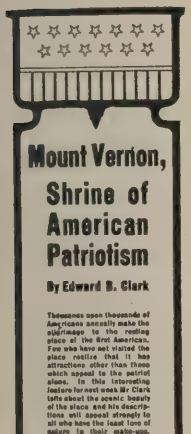
Hoping that my efforts will meet with your approval, as they are doing at the Western Newspaper Union, and that if possible you reproduce some of the better ones, for which courtesy I shall thank you now, I am,

Most sincerely yours,

WM. KNUTZEN.

1733 N. Halsted St., Chicago.

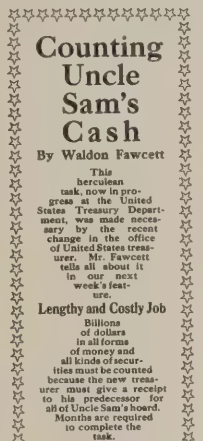
A more interesting set of samples were never handed this department than these from the above new-found contributor. They are not only remarkable for their symbolical designs, but there is eminent simplicity and


Mount Vernon, Shrine of American Patriotism
By Edward B. Clark
Thousands upon thousands of Americans annually make the pilgrimage to the resting place of the first American. Few who have not visited the place realize that it has attractions other than those which appeal to the patriot alone. In this interesting feature for next week Mr. Clark tells about the scenic beauty of the place and his descriptions will appeal strongly to all who have the least love of nature in their make-up.
Watch for It Next Week!
Read It

No. 8

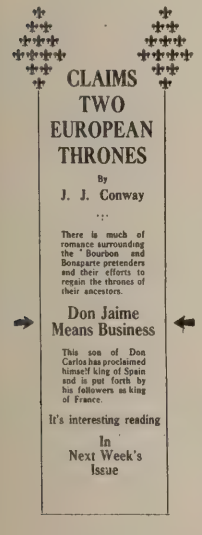
Thanksgiving in the Holy Land
The average American has an idea that this holiday is peculiar to this country, but the feast is observed in many countries and the peculiar ceremonies attending the celebrations are described in a big feature which we will offer next week
Quaint and Ancient Customs
The description of the observances of this feast by the Jews of Jerusalem is particularly interesting and instructive. The feature is beautifully illustrated
Read This Timely Feature
Next Week!

No. 9

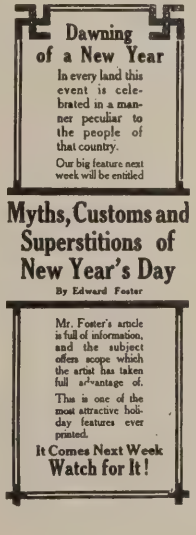

Counting Uncle Sam's Cash
By Waldon Fawcett
This herculean task, now in progress at the United States Treasury Department, was made necessary by the recent change in the office of United States treasurer. Mr. Fawcett tells all about it in our next week's feature.
Lengthy and Costly Job
Billions of dollars in all forms of money and all kinds of securities must be counted because the new treasurer must give a receipt to his predecessor for all of Uncle Sam's hoard. Months are required to complete the task.
Something You Don't Know About.
Post Up.

No. 10

elegance in every one of them. Examing those shown herewith, first we have the American shrine, so nicely and artfully suggested by the escutcheon of stars and stripes; the work of the ancient Egyptian is clearly detected in the next specimen, the subject of which is Thanksgiving in the Holy Land; the hour glass in the


CLAIMS TWO EUROPEAN THRONES
By J. J. Conway
There is much of romance surrounding the "Bourbon and Bonaparte pretenders and their efforts to regain the thrones of their ancestors.
Don Jaime Means Business
This son of Don Carlos has proclaimed himself king of Spain and is put forth by his followers as king of France.
It's interesting reading
In Next Week's Issue

No. 11


Dawning of a New Year
In every land this event is celebrated in a manner peculiar to the people of that country.
Our big feature next week will be entitled
Myths, Customs and Superstitions of New Year's Day
By Edward Foster
Mr. Foster's article is full of information, and the subject offers scope which the artist has taken full advantage of.
This is one of the most attractive holiday features ever printed.
It Comes Next Week
Watch for It!

No. 12

The Aeroplane in War
Criticised for being behind the military departments of certain foreign governments in aeronautical investigation, the United States is now making up for lost prestige.
Uncle Sam's Aeroplane Squad
By Waldon Fawcett
Is the title of a big feature which tells all about the latest innovation in Uncle Sam's military department.
A Big Timely Feature
Watch for It!

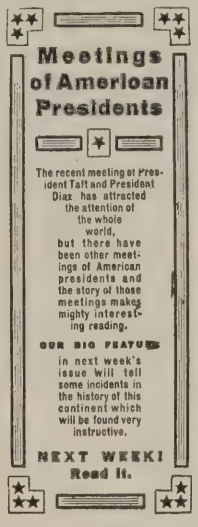
No. 13

next specimen suggests the long hours requisite for counting Uncle Sam's cash; in the following specimen the two thrones are suggested by the two scepters, a

very delicate and neat symbol; and what could be more appropriate (yet how many compositors would have thought of it) than Swastika emblems and Maltese crosses as figuring in the ad relating to New Year Superstitions? And one would hardly have to read the words, in the next specimen to guess the subject; and the money king specimen is among the best and

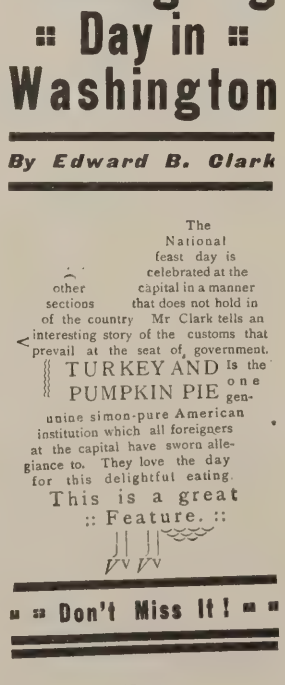
$
MONEY KINGS MADE IN A NIGHT
Our big feature next week will give some startling facts about the enormous increase in the number of millionaires.
Bumper Crop of New Millionaires
A harvest that has been growing and ripening all unnoticed by Uncle Sam's statisticians. Never were there so many money kings as today and they are constantly increasing.
ONE BIG SENSATION
READ IT!

No. 14

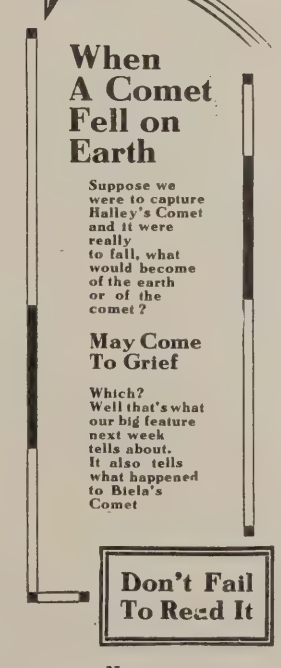

Meetings of American Presidents
The recent meeting of President Taft and President Diaz has attracted the attention of the whole world, but there have been other meetings of American presidents and the story of those meetings makes mighty interesting reading.
OUR BIG FEATURE
in next week's issue will tell some incidents in the history of this continent which will be found very instructive.
NEXT WEEK!
Read It.

No. 15

most novel; the stars and stripes in the next ad tells us that it pertains to something national, even if we do have to read to find out just what; but not so with the next, wherein the turkey gives the whole thing away before the display lines; the subject of the next is also certainly well illustrated, while the cross in the


Thanksgiving Day in Washington
By Edward B. Clark
The National feast day is celebrated at the capital in a manner that does not hold in other sections of the country. Mr. Clark tells an interesting story of the customs that prevail at the seat of government.
TURKEY AND PUMPKIN PIE
Is the one genuine simon-pure American institution which all foreigners at the capital have sworn allegiance to. They love the day for this delightful eating.
This is a great :: Feature. ::
Don't Miss It!

No. 16


When A Comet Fell on Earth
Suppose we were to capture Halley's Comet and it were really to fall, what would become of the earth or of the comet?
May Come To Grief
Which? Well that's what our big feature next week tells about. It also tells what happened to Biela's Comet
Don't Fail To Read It

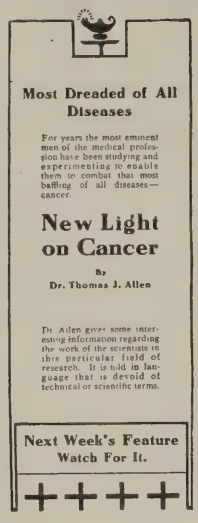
No. 17

next is very prettily and fittingly done; the following specimen is doubtless one of the best from an artistic view point and for symbolism as well, while the next is

unmistakably Indian work; the last is not so symbolical, but is nevertheless a very handsome piece of work, demonstrating very forcibly the advantage of

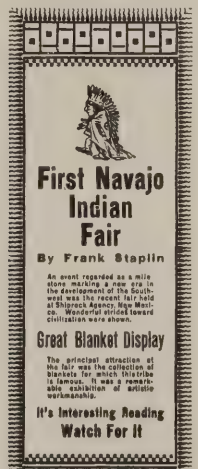
AN ARCHITECTURAL ANOMALY
An enthusiastic preacher of Omaha is is doing something worth while. His remarkable work is attracting wide attention not only in his own city, but in the surrounding country.
A BEAUTIFUL CHURCH BUILT FROM JUNK
Is the title of an interesting feature which will appear next week. It tells of the unique methods adopted by this preacher to give his people a home.
READ THIS ONE NEXT WEEK!

No. 18

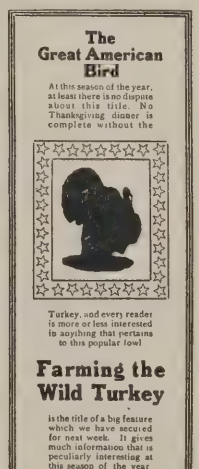

Most Dreaded of All Diseases
For years the most eminent men of the medical profession have been studying and experimenting to enable them to combat that most baffling of all diseases—cancer.
New Light on Cancer
By
Dr. Thomas J. Allen
Dr Allen gives some interesting information regarding the work of the scientists in this particular field of research. It is told in language that is devoid of technical or scientific terms.
Next Week's Feature Watch For It.

No. 19

that which I have long urged upon my readers, namely the preservation of white space and simplicity of display and design. No one can further deny that printing is an art if he has seen these ads from this artist, Wm. Kuntzen (Exhibits 8 to 21.)


First Navajo Indian Fair
By Frank Staplin
An event regarded as a mile stone marking a new era in the development of the Southwest was the recent fair held at Shiprock Agency, New Mexico. Wonderful strides toward civilization were shown.
Great Blanket Display
The principal attraction at the fair was the collection of blankets for which this tribe is famous. It was a remarkable exhibition of artistic workmanship.
It's Interesting Reading
Watch For It

No. 20


The Great American Bird
At this season of the year, at least there is no dispute about this title. No Thanksgiving dinner is complete without the
Turkey, and every reader is more or less interested in anything that pertains to this popular fowl
Farming the Wild Turkey
is the title of a big feature which we have secured for next week. It gives much information that is peculiarly interesting at this season of the year
Read It—Next Week

No. 21

* * *

EUSTIS, NEB., November 13, 1909.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—You will find enclosed three ads. I wish you would comment on in your next issue. I am a reader of the N. P.-J., and have watched closely your ccriticisms in each monthly issue. If there is any comments, please make them in your next issue. Yours truly,

MR. FLINT E. HOLMES.

Unfortunately as I come to review these ads from Brother Holmes I am unable to find but one of them, and conclude that perhaps he failed to enclose the other two, else that they have been mislaid after having reached me. The one specimen that I have before me is that of Louis Gauger, of which the upper portion is quite creditable. There is only one objection here, that being the treatment of the word "of" following the line, "Louis Gauger's Stock." This should have appeared in a smaller face, with a single rule at both sides, extending clear out to the ends of the measure. The lower portion of the ad is rather choppy and unpleasing in aspect, due to the multiplicity of panels and the black rule employed therein.

* * *

WILLOW SPRINGS, Mo., November 11, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover copies of the *Republican* for your criticism. I do the ad-setting, head-setting and make-up of the paper. The press-work is done on an Ideal Hand Cylinder. I would like to have your opinion of the make-up, ads, etc., appreciating any criticism you may make. I am, Yours truly,

H. F. SLUSSER.

Brother Slusser's paper is a bright enterprising sheet, which in new dress and enlarged size presents a very good appearance. It is full of points that show enterprise and progress on the part of its editor and publisher, championing everything for the public good

WILLOW SPRINGS REPUBLICAN
VOL. XX. WILLOW SPRINGS, MO., THURSDAY, NOV. 11, 1909. NUMBER 16
PROPOSED CITY HALL AND JAIL A NECESSITY!
VOTE FOR THE NEW CITY HALL!!
It Will be a Paying Proposition to the City at Large.
A MUCH NEEDED PUBLIC IMPROVEMENT
If You are Interested in Public Improvement Vote for the New City Hall and Jail Next Saturday, Nov. 13th.
THE FRISCO WILL BOOST OZARKS DEVELOPMENT
$20,000. Appropiated by Frisco Officials.
MONEY HAS BEEN SET ASIDE
Principal Feature is to Develope the Fertile Ozark Country
MISSOURI STATE SUNDAY SCHOOL CONVENTION
LOCAL HAPPENINGS OF NINETEEN YEARS AGO
SOUTH CENTRAL MISSOURI TEACHERS' ASSOCIATION
PYTHIANS TO CELEBRATE FORTIETH ANNIVERSARY
Wells Fargo Express Company Sold Out
Negress Dies at Age 106 Years
Proceedings of the Howell County Court
Jury Investigates McKnight's Record
Covict Admits plot to Rob Seymour Bank
TOBACCO GROWING

No. 22

with a fearless and exemplary emphasis. That Brother Slusser achieves a very fine effect in his work of making up, is attested by the reproduction of the front page as here with presented (Exhibit 22). As the product of an Ideal Hand Cylinder, the print on the *Republican* is creditable, while the ads are passably neat and attractive.

* * *

Sometime ago I got something of a very interesting nature which is explained by the following letter from Business Manager Wm. Simpson of the Philadelphia *Evening Bulletin*:

PHILADELPHIA, PA., October 15, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed herewith is the Auditor's Report of an audit made by the "American Newspaper Annual' (N. W. Ayer & Sons Advertising Agency) of the circulation of the Philadelphia *Bulletin*.

The actual details of the distribution of this newspaper are tabulated and itemized.

The circulation of the *Bulletin* exceeds that of any other daily newspaper in the State of Pennsylvania; the character and tone of the paper is high, and its clientele numbers the intelligent of this community.

The sales-producing value of its advertising space is daily attested by the large number of retailers who concentrate their advertising in the *Bulletin.*

The circulation books and records of the *Bulletin,* and its printing and delivery departments are at all times open for the inspection and investigation of any advertiser.

Yours very truly,

WM. SIMPSON, Business Manager.

This audit was made by Howard A. Higby of the firm of N. W. Ayer & Sons, publishers of the American Newspaper Annual, on the last two days of last September and the first day of last October, and covered a period of nine months, from December, 1908, to August, 1909, inclusive. The average circulation inside the city of Philadelphia was found to be 200,830 copies; outside the city, 51,156 copies, making a total average circulation of 251,986. The month showing the lowest circulation of the period covered by this audit was December, 1908, 235,490, while the highest average was for the month of March, 1909, 261,422.

Analysis of the average of total net copies circulated shows eighty per cent distributed in the city of Philadelphia, and twenty per cent outside of the city. Of the city: Routes, branches, carriers and newsboys serve ninety-five per cent, news companies handle four per cent, and one per cent is free copies. Of the outside: News agents and carriers serve eighty-six per cent, news companies handle nine per cent, mail subscriptions amount to three per cent, and two per cent is free copies. The *Evening Bulletin's* circulation except the news companies, who settle for their papers each week. The outside agents pay for their papers every two weeks, and the mail list is wholly paid in advance. The percentage of collections to earning circulation for the period under examination is ninety-nine and seven-tenths per cent. The *Evening Bulletin's* published figures exclude all returns and free copies circulated, and are based on the output of net paid circulation only. These figures are confirmed as accurate by examination.

* * *

CANOVA, S. D., October 23, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have just received my October N. P.-J., and have been enjoying it. As I am rather a "new" fellow at the business, having published the *Herald* only since September 1st, I would like to have you criticise my paper, a copy of which I am mailing you. I am sending you a copy of the *Herald* when I took possession of it and my last issue. I think I have made a little improvement, I see by your criticisms that you say that the front page should be entirely free of advertising. I have been doing as good as I could on this matter, but there is room for improvement I know. Will you please tell me some improvements to be made and also go easy on your criticisms as I am young and have plenty of time to learn. I am probably the youngest editor in the State as I am only nineteen years old.

If you do not strike me too hard you will probably hear from me again as I want to learn. Yours truly,

DEAN C. TRIPPLER.

The improvement in the Canova *Herald* since its young new editor took hold of it is noticeable alright—even if nothing else had been accomplished other than the removal of the period at the end of the title, I should have been impelled to praise. But there is greater improvement than that: The period is not only gone, but the front page is much more artistic in other respects, the upper portion being a veritable delight (Exhibit 23), and I would perhaps like the lower portion, too, but a great big ad still sticks there.

(Continued on page 116)

THE CANOVA HERALD

Volume 11. Canova, Miner County, South Dakota, Friday, October 22, 1909. Number 17.

CHURCH RE-DEDICATED

Congregational Church in Canova Re-Dedicated Last Sunday Evening

On Sunday evening occured the re-dedication exercises of the Congregational church at this place. The Rev. John Hull, of Frankfort, Mich., delivered the sermon after which W. E. Leonard gave the report of the building committee and turned over the key of the building to the chairman of the board of trustees, W. A. Snow, who gave a short talk and thanked the committee for their earnest labor. Rev K. S. Toutz conducted the dedication exercises. It was altogether a pleasent affair and the people of Canova are to be congratulated on their new church as it is better than most churches in larger places. The new lights were in use and showed the interior to good advantage.

Howard Man Convicted

Some time ago the resturanat of John Hillard at Howard was burned. Last week Mr. Hillard was arrested at Sioux Falls and brought back to Howard where he plead guilty of incendiary. It seems that he got a young lady who was working in the resturant, to agree to set the building afire, for which she was to get $75 and the best dress suit in Howard Hillard went to Minnesota, to throw suspicion off from himself, and while he was gone she sprinkled five gallons of gasoline all over the back room and then set it afire by throwing a lighted paper through the back door. The people of Howard were a little suspicious so they had Frank Craft the state fire marshal come there and do a little work on the quiet. The young woman was put through the sweat box and finnally confessed to doing the deed. The judge sentenced

Take your joy with you or you'll not find it even in heaven

After you're been an ad reader for a time, "prices" will come to mean something to you

Many a man wants more vim in his home paper, when at the same time he is carrying a few dollar's worth of its vim in his pocket

It is said that the jack rabbits stood up like exclamation points when our President crossed our western plains after having endorsed the policies of "Nelson Aldrich" and "Joe Cannon".

Learned men tell us that in Latin the word "editor" means something "to eat." In the United States its meaning is altogether different. It means to scratch around like blazes to get something to eat.

The best way to keep the boys at home is to make it an object for them not to go out to seek amusement, for these they will have. Every farm home should be made a heaven on earth to its inmates Not alone the farm either, but all the homes in the land. Learn each child's natur and then work some home charm to ....p him in your home

The wholesome, harmless green leaves and tender stems of a lung healing mountainous shrub, give to Dr Shoop's Cough Remedy its curative properties. Tickling or dry bronchial coughs quickly and safely yield to this highly effective Cough medicine. Dr. Shoop assures mothers that they can with safety give it to even very young babes. No opium, no chloroform—absolutely nothing harsh or harmful. It calms the distressing cough, and heals the

An Invocation

"The day returns and brings the petty rounds of irritating concerns and duties."
"Help us to play the man."
"Help us to perform them with laughter and kind faces."
"Let cheerfulness abound with industry."
"Give us to go blithely on our business all this day."
"Bring us to our resting beds weary and content and undishonored, and Grant us in the end the Gift of sleep."
—Robert Louis Stevenson

The merchants who gives more attention to some phase of his business than to his advertising still thinks that there's a good deal of "luck" about store-prosperity

Come, you're the Doctor.
Which shall it be.
Costiveness, constiuation, or
Hollister's Rocky Mountain Tea?
C. E HOLLAND.

An advertisment is to a merchant very much what sowing seed to a farmer. It may take a little time for the result to become apparent, but they are sure to come. The wise farmer is not niggardly with his seed, nor the wise merchant with his advertisement

Howard Democrat: H. H Lubeck and Mrs Anna Carlson were married last Saturday night by Rev. P. E. Moen. Mrs. Carlson has been housekeeper for Mr. Lubeck for several months, and is spoken of as a highly

A merchant should not expect that people will believe in the importance of his store unless he sets them the example in his advertising

When you want any article of merchandise buy it of a reputable home dealers, that the profit may remain to enrich the community. Send your money abroad only for what you cannot purchase at home. Home talent, home labor, home industry, home capital, and home pleasures are things to be fostered, encouraged and patronized

Bridgewater Tribune: A lot of these penny-a-liners who work on the dailies in an effort to swell their weekly checks often put in circulation stories which have no foundation in fact Recently one of these fellows started a story to the effect that there was a law prohibiting a person from issuing a check for less than $1.00. The report was published all over the country and caused considerable uneasiness among the merchants in the

How lucky it is that the man in the moon is blind

If your wife is the best woman in the world, tell her so: it will keep her young and lengthen her life

Children need love, tenderness and sympathy as much as flowers need air and sunshine

Spencer News: Willard Duke is carrying his right arm in a sling this week the result of having his shoulder dislocated by falling from a windmill tower while cleaning a well. It will give him a vacation several days yet.

"Turn that wrapping paper the other side out," said a lady in a dry goods store this morning as the clerk was putting up her purchase in a printed wrapping paper "I don't want to be a walking advertisement to your store. I read the papers as all intelligent people ought to do, and I think in them is the place to advertise your business, instead of asking your customers to carry your sign around with each purchase of goods. go and tell the people through the papers what you have to sell and how you sell it."

Served as coffee, the new coffee substitute known to grocers everywhere as Dr. Shoop's Health Coffee will trick even a coffee expert. Not a grain of real coffee in it either. Pure healthful toasted grains, malt, nuts, etc. have been so cleverly blended as to give a wonderfully satisfying coffee taste and flavor. And it is "made in a minute" too! No tedious 20 to 30 minutes boiling. Test it and see. Dr. Shoop created Health Coffee that the people might have a genuine coffee substitute, and one that would be

RURAL ROUTE CHANGED

Route Number 2 out of Canova Will Make Few Changes November First

Postmaster Nohlgren has been notified of a change that has been made in Rural Route No. 2, to go into force November 1st. Starting at the post office in Canova the carrier will go as follows, SE to center north line sec 35, E to NE corner sec 25, S to SW cor sec 30, E to NE cor sec 31, S with jog at county line to SE cor sec 6, W to NW cor sec 7, S to SW cor sec 7, E to SE cor sec 8, N with jog at county line to NW cor sec 33, E to SE cor sec 28, N to NW cor sec 27, E to NE cor sec 27, S to SW cor sec 26, E to SE cor sec 26, N to NE cor sec 23, W to SW cor sec 14, N to NE cor sec 15, W to NW cor sec 17, S to SE cor sec 18, E to SW cor sec 16, S to NE cor sec 29, W to NW cor sec 32, W, N and W to post office, making a total of 30½ miles. This change will put Fred Forsberg and D. E. Countryman on the route

Is Your Family Reading "Worth While"?

So much of current reading is merely entertaining at best that the question naturally arises, Is it worth while? Your sons and daughter are bound to read something. They hunger for stories which take them into the other half of the world—the world of adventure of valor, of fortune-making. The problem is to give them such reading without putting into their hands the literature that is either silly or demoralizing. The editors of The Youth's Companion believe that a periodical can be made entertaining and yet "worth while," and The Companion is conducted on that theory. And that is one reason why

No. 23

within a radius of ten miles from City Hall, Philadelphia, is about eighty-five per cent of its total circulation. A thorough investigation into the system of circulation collections on the *Evening Bulletin* shows that the entire city circulation is paid for each day.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at .e Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, FEBRUARY, 1910

Broadness of view always helps, but too close a look as well as too much detail, often destroys a good newspaper story.

* * *

Learning is excellent but accomplishment is better or, as the old proverb declares, "a handful of good life is better than a bushel of learning." Good lives and serviceable accomplishment bring with them a liberal education.

* * *

The highest, truest charity is opportunity, the most valuable education is full and proper preparation for opportunity—the home press will ever find useful and profitable work in the promotion of both the opportunity and the preparation therefor.

* * *

The cover pages of the NATIONAL PRINTER-JOURNALIST for this year of 1910 are designed by a Japanese artist, Kyohei Inukai, who was born in Okayama in the Province of Kon, Japan. He is twenty-three years of age and comes from an old line of noblemen, is highly educated and has traveled and studied in many countries. He came to America several years ago and took his art studies at the Chicago Art Institute. He has been with the Barnes Crosby Company for over a year, engaged in designing and illustrating in his own peculiar style, which is a delicate and interesting combination of Japanese and American art. We are pleased to know that these cover designs are attracting general attention and giving great satisfaction.

* * *

We do not like to apologize, but we have felt that the interest in the approaching convention of the National Editorial Association justifies the giving of considerable space thereto, resulting in crowding out our Editorials and Editorial Notes departments, this month. The rich feast of articles that will appear in the March issue will more than make full amends for any deficiency in this issue. The approaching convention is rendered especially important by reason of matters connected with the proposed advance in postal rates on second-class matter and the agitation arising from a campaign against the Government's undertaking the strenuous promotion of the printing of envelopes free in competition with the printers. The advancing of second-class rates would destroy millions of property and drive thousands of publishers out of business, and the printing of envelopes deprives printers of millions of dollars' worth of legitimate business. In neither would there be, nor is there, any advantage to the Government. The folly of the driving of periodicals out of business to save a postal deficit is strikingly illustrated by the fact that by the action of the Government, the weight of second-class matter was decreased eighteen millions of pounds in 1908, while during the same year, postal expenditures increased $18,000,000, and the postal deficit for the year was the largest in the history of the Postoffice Department. However, we do not intend to enter into any discussion here, but only to impress the importance of the approaching convention, with delegates from all parts of the Nation who will consider and take decisive action in these matters.

* * *

IMPORTANT NOTICE

Just before going to press, we have received the names of three hundred and eighteen delegats to the approaching convntion of the National Editorial Association, from our efficient Corresponding Secretary, W. F. Parrott. These were forwarded to this office on request, with the intention of publishing the same in this issue. But we found that our pages were more than filled, in fact, we have been compelled to leave out a large amount of matter already in type and the great regret we have is that we put the overworked Corresponding Secretary to the trouble of sending this complete list to date, but will endeavor to use the same in the interest of the Convention.

With more to hear from, the following States send the number of delegates enumerated as follows: Alabama, 19; Arkansas, 8; California, 4; Colorado, 12; Connecticut, 1; Georgia, 1; Illinois, 29; Indiana, 42; Iowa, 27; Kansas, 10; Kentucky, 10; Louisiana, 14; Maine, 3; Massachusetts, 9; Minnesota, 19; Mississippi, 8; Missouri, 14; Nebraska, 3; New York, 29; West Virginia, 13; Wisconsin, 11; Pennsylvania, 15; Rhode Island, 4; Washington, 3; North Carolina, 15; Ohio, 7; Oregon, 2; Miscellaneous, 10; with South Carolina, South Dakota, Tennessee, Oklahoma and Texas, from which large delegations are the rule, reporting, as yet, only one each, with, doubtless, an average of ten from each State yet to hear from. Texas had twenty at the organization of the Association in 1885, and has never fallen below ten delegates. Several other States have not as yet reported. This enumeration includes only the members, and not the wives, or others, accompanying delegates.

Joseph Medill Patterson, of the Chicago Tribune Company, has the distinction of having his two popular dramas running at different Chicago theatres at the same time. While his newspaper play, "The Fourth Estate" is being produced at the Grand Opera House, his other play, "A Little Brother of the Rich" has come to the Studebaker for a return engagement.

Arthur Brisbane, editor of the New York *Evening Journal*, called newspapers the "most important thing in the world" in an address before the Chicago Woman's Aid in the vestry rooms of Sinai Temple, Chicago, last week. Mr. Brisbane's subject was "Newspapers and Their Readers." "Human progress began when mortal beings were given the power of speech," said he. "Between individuals speech is the most important thing. What speech is to individuals the newspaper is to the state."

An Editor Becomes a Tourist

Mr. and Mrs. C. W. Robbins, "Feeding the Pigeons" at St. Maek's Cathedral, Venice.

C. W. Robbins, publisher of the *Enterprise* at Old Town, Maine, is known by nearly all members of the National Editorial Association. He has acted, for very many years, as Executive Committeeman from Maine, and, with his wife, has been a very regular attendant upon the conventions of the Association, but he has acquired the passion for traveling. After erecting a splendid brick block as a home for his paper, and rounding out a long and successful newspaper career, he yielded to the importunities of several citizens of his home city, who seemed somewhat covetous of the success attained and the property built up, and sold his paper and job printing plant, on October 1st last, to a company that had been formed by the purchasers, retaining only a nominal interest in the shape of stock. The splendid "travel experience" for so many years with the National Editorial Association under the greatest of tourist excorts, the Corresponding Secretaries of the Association, gave him confidence in himself as a manager of tours and a taste for the work and travel involved therein. He has, of late years, personally conducted tours to Quebec and Montreal, to Washington City and to the expositions. Last summer, Mr. and Mrs. Robbins passed three months in Europe visiting the Azores, Maderia, Gibraltar, Algiers, and the principal places of interest in Italy, Switzerland, Germany, Holland, Belgium, France, England, and Ireland. Our picture shows him and his good wife "feeding the pigeons" in front of St. Marks Cathedral in Venice.

Mr. Robbins is now contemplating a personally conducted tour of Europe this year with a large party, leaving early in April, so that, for the present, he will be lost to the newspaper fraternity. Some one ought to be secured to wake up the Maine editors to the pleasures, educational and other benefits of the National Editorial Association. At present they seem to be without a leader to this end.

A Candidate for Recording Secretary

J. Byron Cain is one of the active members of the Kansas State Press Association, and is now serving for his second year as treasurer of that body, though it has been the custom to change each year. He made an excellent record in hustling for the dollars for the treasury and keeping up the finances and the membership—matters so essential to the success of every voluntary organization of men or editors—and his fellow members, partly in recognition of his valuable services and partly for the good of the order, chose him by unanimous vote for a second term.

He was asked, by his friends, to make the race for Recording Secretary of the National Editorial Association at the Convention in Seattle last summer, but, thinking that, under the practice of the Association, one elected to that office should have at least two years, if he proved satisfactory, he declined to make the race then, but gave notice that he would come out as a candidate for the position at the next convention. He bases his candidacy, in part, on the fact of his faithfulness to the Association and his regular attendance, being one of the very few who have attended

J. Byron Cain, Editor News," "Belle Plain," Kansas.

every session since the last meeting in New Orleans, ten years ago. He became a member only two years before that time and is proud of the record he has made, besides he has a taste for the work and is assured of his proficiency and ability to perform the duties of the position. He has been for many years publisher and editor of the *News* at Belle Plaine, Kansas.

After an existence of nearly thirty-eight years, the South Bend *Weekly Tribune* was discontinued with the issue of December 25, 1909. At the same time the *St. Joseph Valley Register,* in its seventy-fourth year, ceased to exist. The *Register* was the late Vice-president Schuyler Colfax's paper and was purchased in 1887 by the *Tribune* which continues to hold title to the same. Editor F. A. Miller says:

"The discontinuance of the South Bend *Weekly Tribune* is the result of several years of careful consideration. When the paper was established March 9, 1872, South Bend was small, a live weekly was needed and the need was supplied. After nearly thirty-eight years of continuous publication times have changed. The advent of quick transportation, better telegraph facilities, telephones, good roads, etc., have made the rural resident more progressive and where he was satisfied with the news once a week he now desires it every day. South Bend has grown to about 60,000 population, our daily issue has become more important than ever and demands more attention and so we have discontinued our weekly, although it was like laying way an old friend."

Newspaper Criticisms

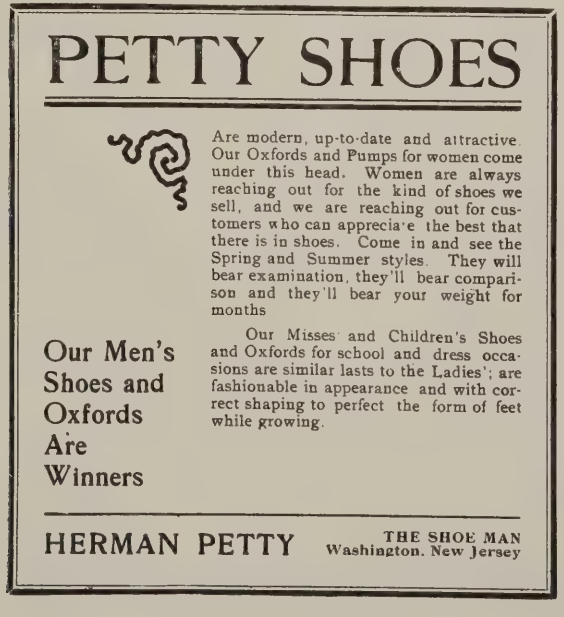
(Continued from page 113)

Editor Trippler has increased the size of the paper, also, by inclosing a patent folio insert. The impression on the *Herald* is readable and the contents credi-

THE
BRYANT STORE
We extend a cordial invitation to all visitors during Old Home Week to visit us
Have your friends meet you here. We offer you the freedom of our store and will do all we can to make your visit to our town pleasant
Come as often as you like, stay as long as you want to, and feel under no obligations whatever to buy

No. 24

table generally. The only feature in which serious complaint could be filed is against the mechanical makeup. In fact this is about the only departure left


PETTY SHOES
Are modern, up-to-date and attractive. Our Oxfords and Pumps for women come under this head. Women are always reaching out for the kind of shoes we sell, and we are reaching out for customers who can appreciate the best that there is in shoes. Come in and see the Spring and Summer styles. They will bear examination, they'll bear comparison and they'll bear your weight for months
Our Men's Shoes and Oxfords Are Winners
Our Misses and Children's Shoes and Oxfords for school and dress occasions are similar lasts to the Ladies'; are fashionable in appearance and with correct shaping to perfect the form of feet while growing.
HERMAN PETTY
THE SHOE MAN
Washington, New Jersey

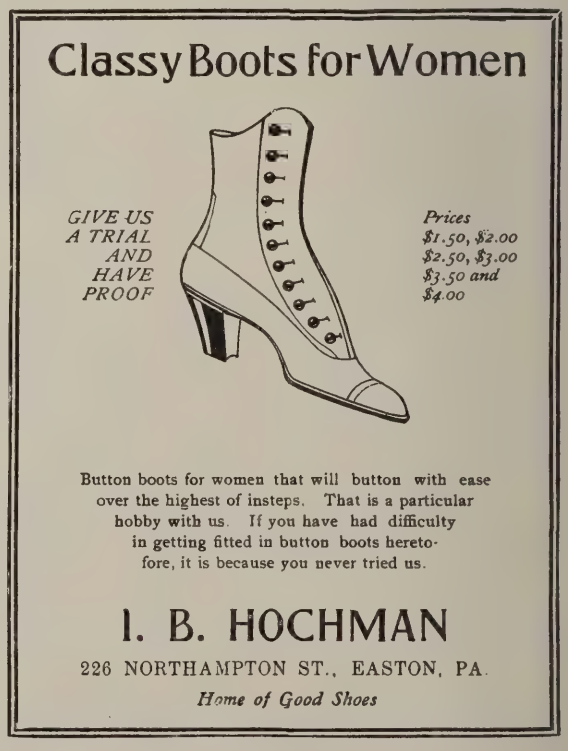
No. 25

for much suggested improvement in the sheet. If this were done according to the ideal system as frequently outlined in these columns of the National Printer-Journalist, Brother Trippler's paper would pass muster anywhere: Make up each page with ads all to the right hand side, beginning with the largest space at the bottom and tapering out with the least ad at the

STOVES
$3.00 to $35.00
WE have given a lot of time to perfecting the Stove Department of our business, and you can travel the whole country over and not meet the equal of our several lines. We made a careful study of all makes, and when we accepted the agency of a stove or range, it had to be the best in the market of that particular kind. The public has learned these facts and that's why we are having such an immense trade on stoves and ranges. And the prices are just as small as they can consistently be made. If you want a Stove or Range this Fall or Winter, come in and let us show you. Stove repairs quickly filled.
We carry a nice line of Kitchen Utensils.
MAJOR, the Stove Man

No. 26

top of the page. This method practically divides the page into halves, as if one would draw a line from the upper right hand corner to the lower left hand corner; the upper portion thereof is for straight matter, while


Classy Boots for Women
GIVE US A TRIAL AND HAVE PROOF
Prices $1.50, $2.00 $2.50, $3.00 $3.50 and $4.00
Button boots for women that will button with ease over the highest of insteps. That is a particular hobby with us. If you have had difficulty in getting fitted in button boots heretofore, it is because you never tried us.
I. B. HOCHMAN
226 NORTHAMPTON ST., EASTON, PA.
Home of Good Shoes

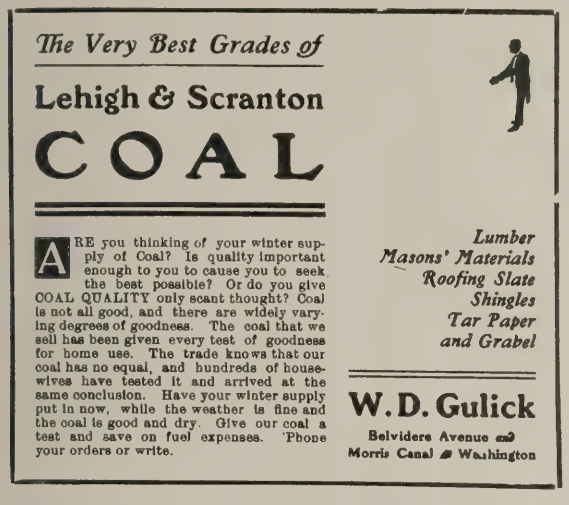
No. 27

the lower portion is for advertising. This gives two advantages: First, the columns tops are reserved for the reader; second, practically all (or at least the greatest number possible) of the ads get a position

next to pure reading matter. Try this plan, Brother Trippler, next week, and see how you like it.

* * *

H. E. Shrope, ad-man with the Washington, N. J., *Star,* sent me a budget of advertisement specimens sometime ago, which I am pleased to consider at this writing: Having stopped to look this bunch of ads over very carefully, I have been much pleased with the sight of them and thoroughly convinced that Brother Shrope is one of the small per cent of printers who are worthy of the title of artist. Almost any of these specimens would have proved an ornament to these pages, but I have been compelled to discard


The Very Best Grades of
Lehigh & Scranton
COAL
ARE you thinking of your winter supply of Coal? Is quality important enough to you to cause you to seek the best possible? Or do you give COAL QUALITY only scant thought? Coal is not all good, and there are widely varying degrees of goodness. The coal that we sell has been given every test of goodness for home use. The trade knows that our coal has no equal, and hundreds of housewives have tested it and arrived at the same conclusion. Have your winter supply put in now, while the weather is fine and the coal is good and dry. Give our coal a test and save on fuel expenses. 'Phone your orders or write.
Lumber
Masons' Materials
Roofing Slate
Shingles
Tar Paper
and Grabel
W. D. Gulick
Belvidere Avenue and
Morris Canal Washington

No. 28

many of them and reproduce the few shown herewith as exhibits 24 to 28, inclusive. Any compositor can derive benefit from a close and studious inspection of these specimens. They are all without a flaw, so far as I have been able to judge.

* * *

HILLSDALE, MICH., November 8, 1909.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—We are sending you copy of the Hillsdale *Leader.* Tell us through your columns or by letter what criticisms you have to offer.

We have got the old boy, John Lohnes, of Hillsdale *Democrat* fame, as foreman. You will find some of his ads marked and where can we beat him on the job?

Sincerely, WALTER E. JACK.

The writer of the foregoing letter wrongly sent it together with his contribution to the Chicago office instead of mailing same direct to me at De Soto, Wis., and as a consequence I never got the paper to which he refers. I trust he will take notice and mail me a copy at once for review in a future installment. I did receive three ad specimens, however, which I have found plain, every-day specimens, neat and serviceable.

* * *

NECHE, N. D., December 9, 1909.

O. Byron Copper, De Soto, Wis.

DEAR FRIEND:—Have just received the current issue of the N. P.-J.

The contents are just as interesting as ever. As I have not sent anything in to your department for some time, I thought I would send you an ad for criticism. I purchased the *Chronotype* from Mr. Code December 8th.

Sincerely yours, R H. FADDEN.

Brother Fadden, it may be remembered, has been located in the field where Rex H. Lampman's fame begun, and this department congratulates him on his late proprietorship as related to the *Chronotype.* I wish him as much success, as a writer and printer, as his predecessor won, and more as a publisher. From this ad at hand, I must say Brother Fadden is crowd-

No. 29

ing close upon the record of Mr. Lampman as a compositor, having produced herein a very neat and tasteful effect (Exhibit 29).

Interesting Briefs

R. D. Kelly, editor of the Euhling *Times,* died at Fremont, Neb., January 8, aged 79 years. At one time he was Horace Greeley's office boy in New York.

The Bloomfield, Iowa, *Democrat,* which has been under the management of James Ganes for the past five years, has been sold to K. F. Baldridge of Bloomfield.

J. S. Ankeney, Jr., assistant professor of Theory and Practice of Art, has been appointed assistant professor of Illustrative Art in the School of Journalism of the University of Missouri. Courses in cartooning and newspaper illustration have been added to the regular work of the School. The *University Missourian,* the student laboratory, will use cartoons drawn by the students in these courses under the supervision of Prof. Ankeney, Jr. This is the first course offered of Newspaper Illustration in any school of Journalism in the United States.

Students of the School of Journalism of the University of Missouri have the entire responsibility for the publication of the *University Missourian,* the daily afternoon newspaper issued at the University. H. E. Ridings is president of the student board; Gordon Fisher, secretary; J. B. Powell, editor; E. R. Childers, business manager; and J. E. Chasnoff, advertising manager. Students operate the Linotype, feed the press, fold the papers, set the type, are carriers, reporters, solicitors, ad-writers—occupy every position connected with the newspaper. The *University Missourian* covers the local field as well as the University news and is used by the students, upon their own responsibility, as a laboratory for practical experience in newspaper making.

A protective association to mail order concerns has been started here by former government officials who have been connected with the Postoffice Department and the Department of Justice and who will turn the experience they have received into advice for laymen. The head of the new company, The Federal Guide Association, is W. M. Ketcham, and associated with him are James E. Bennett and C. E. Llewellyn and Attorneys Thomas Milchrist and Fletcher Dobyns. Ketcham, Bennett and Llewellyn have been postoffice inspectors and resigned. Milchrist is a former district attorney and Dobyns is a former assistant. One of District Attorney's Sim's assistants may resign and join the new company. The association plans to supply its members with information of the postal rules and will revise all advertising literature so no regulations will be broken.

The Organization of the Professional School of Journalism

Remarks by Walter Williams, Dean of the School of Journalism of the University of Missouri, at the Conference of Teachers of Journalism, at Kansas University, Lawrence, January 19, 1910.

Assuming the teaching of journalists or the training in courses preparatory to journalism, the problem of organization for such training or teaching presents itself.

Such organization necessarily differs at different schools. The complete standardization of universities and colleges is impossible if desirable. Various conditions existing in various educational institutions necessitate various forms of organization.

The organzation, moreover, will depend upon the extent of courses in journalism and the general purpose of such courses. An organization which would be sufficient where only an occasional lecture on journalism is given, where courses are offered in connection with an already existing department of instruction, would manifestly be insufficient where more extended courses were offered and independently of any other department of instruction. Courses in journalism more or less extensive and varying widely in character and content are offered at a dozen or more universities in the United States. Believing as I do that separate grouping of journalism studies lends interest, coherency, strength, and high value, I favor such oranization of the professional school as will best bring about such a separate grouping. This may be obtained in some degree at least, under practically any form of organization. It is best obtained in my opinion, where the courses in journalism are grouped specifically and formally in a separate and distinct professional school.

It is not with the intention of presenting as a model the form of organization of the School of Journalism of the University of Missouri that I describe its organization here. Excellent work is done in training for journalism in Kansas, Iowa, Washington, Wisconsin, Illinois, Indiana, and elsewhere, and the condition of organization at these institutions doubtless makes their present form of organization the most efficient for their present needs. I have thought it might be worth while, however, if I may do so without inviting the charge of immodesty, to place for your consideration the form of organization of the professional school at the University of Missouri. I assume that at a conference as helpful as this promises to be, it is the desire of each one present to consider the problem of journalistic training from all viewpoints.

The School of Journalism of the University of Missouri resembles in form of organization the other professional schools at that University. The Schools of Law, Engineering, Medicine, Agriculture, and particularly the School of Education have afforded model for the organization of the present School of Journalism. The fact that the School of Journalism was organized equal in rank, co-ordinate, and upon the same general plan as the schools in which training for other professions was given, gave the School of Journalism at once dignity and rank. Its faculty consists of members selected from the College of Arts and Sciences and a so-called professional faculty, composed of teachers who give courses in theoretical and practical journalism. The President of the University, Dr. Albert Ross Hill, is by virtue of his office chairman of this separate faculty of journalism, as of the other faculties of the University of Missouri.

While all knowledge is helpful to the journalist, the grouping of those subjects most directly bearing upon his work has been sought in the selection of the courses offered, and hence the members of the faculty under whose direction these courses are given. Courses are offered in the History and Principles of Journalism, in News Gathering, Newspaper Making, and Reporting, in Comparative Journalism, in Copy Reading and Correspondence, in Magazine Making and Professional Terminology, in Newspaper Jurisprudence or the libel law, and in Illustrative Art, including cartooning. These courses, with the exception of the last two named, are given by the so-called professional faculty. The Dean of the School of Law, who is also a member of the faculty of the School of Journalism, gives the course in Law, and the professor of Art in the College of Arts and Science, who is the professor of Illustrative Art in the School of Journalism, gives the course in cartooning. From the College of Arts are taken, as members of the faculty of the School of Journalism, the professors of History, English, Political Science and Public Law, Sociology, Economics, and Psychology, who, with the others named, constitute the entire faculty of the school thus organized. This does not confine the courses in journalism to courses offered in these particlar subjects, but it groups and emphasizes these subjects which are required, while others are elective. The faculty thus constituted passes upon candidates for graduation, the University of Missouri conferring upon the graduates of the School of Journalism the degree of Bachelor of Science in Journalism. It may be added that after the close of the session of 1910-1911, two years of college work or its equivalent will be necessary for enrollment in the School of Journalism at the University of Missouri. This action, taken by the faculty of the school, gives a five years course leading to both degrees of Bachelor of Arts and Bachelor of Science in Journalism, and places the requirements for graduation in Journalism as high as the requirements for graduation in any other professional school.

The value of this form of organization for the professional school has been demonstrated, it seems to me, in the schools of the other professions, notably the Schools of Law and Medicine. It dignifies the professional training. It concentrates the attention of the students upon the subjects best adapted for this professional training. It gives to the students in the professional school a professional spirit. It lends interest, emphasis, and strength to the courses thus grouped. It places the stamp of organization upon the profession and upon training for the profession. While journalism may be and is successfully taught without this form of organization, as engineering and law may be successfully taught where courses are ungrouped and separate faculties are unorganized, yet the more effective plan, in my opinion, for teaching journalism, as for teaching law and engineering, is by the organization of the separate professional school and the grouping of studies therein under the direction of a responsible faculty.

VALUABLE TO ANY ONE IN THE BUSINESS.

TOPEKA, KAN., January 13, 1910.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Quite a number of copies of your paper are received here by members of our concern and we always receive them with a great deal of pleasure. It is a splendid publication and valuable to anyone in the publishing business.

Very respectfully,

MAIL PRINTING HOUSE,

January 13, 1910. Geo. M. Crawford, Manager.

Poor Richard Club of Philadelphia Meets in Annual Banquet

The Philadelphia organization of advertising men, The Poor Richard Club, had a most enjoyable evening on the occasion of their fourth annual banquet, Monday, January 17th.

The dinner was served in the Bellevue-Stratford Hotel, and for one evening at least the members forgot their strenuous daily tasks and whooped things up in joyous abandon.

The presiding genius of the feast was, of course, Benjamin Franklin, patron saint of the club, and his bust, ingeniously lighted from within, beamed on the merrymakers. Every convention of the regulation banquet was absent from the proceedings, the decorations were humorously simple, consisting of the bust, an American flag and a copy of Ben Franklin's famous kite, key and all, hanging from the ceiling in front of Toastmaster Thomas Martindale.

While there was an orchestra, the usual string band was dispensed with and music stunts were furnished by a Scotch piper, in plaids and kilts, who came in with the Scotch broth, two Italian gentlemen, a monkey and a hand organ, who rendered the musical accompaniment to Tom Daly's recitations of Italian dialect poems; a German band, which was said to have been provided especially for the delectation of Mr. Martindale, and finally by two pretty Italian girls, who appeared in native costume, added their share to the festivity of the occasion. This last musical number gave Stanley C. Krebs a chance to perform his imitation of John Philip Sousa, which he rendered with much verve and apparent enjoyment until suppressed by a volunteer committee.

Rabbi Stephen S. Wise, of New York, was the oratorical expert of the evening, his speech on the "Power of the Press" being a really eloquent plea for an unbiased presentment of facts by the newspapers.

"The press of the country must be kept from the enslaving power of money," said the Rabbi. "The yellow journal that is governed by gold prints some of the news and leaves some unprinted because of orders from below. A newspaper ought to be willing to bear a party yoke, but not a party muzzle; should lead, and not be led by political parties.

"Some day Philadelphians may understand that before God created the Republican party He created the thirteen colonies. I want the newspapers of America to be loyal to country and not to party. The best way to prove yourself loyal to the party of your affiliation may be to run counter to the existing bosses. That may not be good religious doctrine in Philadelphia."

Henry Bowley, of New York, made one of the wittiest speeches of the evening. His subject was, "Franklin, the Man." Hugh Chalmers of Detroit spoke on "The Relation of Advertising and Salesmanship."

Former Secretary of the Treasury, Leslie M. Shaw, in an eloquent address, argued against the establishment of a central bank.

Admitting the necessity of a more elastic currency in the United States, and confessing to the apparent success of central banks in other countries, Mr. Shaw, nevertheless, declared that such an institution would never be a success in this country because of the nature of our reprpesentative government and the lack of sympathy between the States, all of which have different laws and desire different conditions.

"The currency question will become the greatest problem of America within the next few years," he said. "Already the demand for a more elastic currency has become a burning issue. Our business is always greater in the fall than in the summer and no provision is made for issuing of more money to meet these conditions. It is true that more money can be issued, but when the next summer comes the currency cannot contract again to meet the annual summer decline in business. Hence, we are in a predicament and are seeking a solution."

Advertising in all its phases and publicity in general was the subject of most of the speeches. The members of the club, seventy-five in number, are all buyers or sellers of advertising, and they had as their guests some of the big advertisers of the country, who declared that the advertising business is the greatest of the modern professions, and sang the praises of newspapers and periodicals.

ITEMS OF INTEREST.

F. W. Meyers, editor and manager of the Denison, Iowa, Review Publishing Company, has resigned his position and will only be associated with the paper in an editorial capacity. Raymond Connor will have charge of the paper.

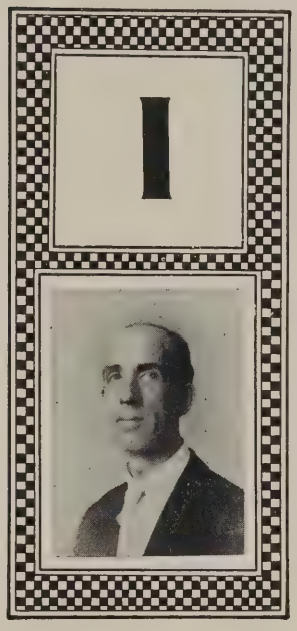
Students in the School of Journalism of the University of Missouri have named their new club home "Dana House," in honor of Charles A. Dana, of the New York *Sun*. Dana House cost $10,000. It was built for a club home for students of the School of Journalism and is this year for the first time occupied. Twenty students of the School have rooms in the Dana House, but the entire enrollment of eighty students use the lower floor of the building as a club, where they meet and discuss newspaper questions. In charge of the club house are Mr. and Mrs. F. W. Cooke. Mr. Cooke sold his newspaper in Healdsburg, California, to take a course in journalism in the University of Missouri.

In an address before the Sunday Evening Club in Orchestra Hall, Chicago, Bishop William F. McDowell of the Methodist Episcopal Church denounced graft and grafters. He eulogized newspapers that go to the front, despite the great pressure brought to bear upon them, and told the truth regarding existing conditions. The speaker based his address on the text, "For what profiteth a man, if he gain the whole world and lose his own soul." "The action of Editor Jones of the New York *Times*, when he refused an almost fabulous sum offered by the Tweed ring to suppress evidence he had obtained against those grafters, is an undying tribute to journalism," declared Bishop McDowell. "He was offered 'the whole world,' but would not 'sell his soul' for it. "This evidence belongs to the public," Mr. Jones told the grafters, "and if I sell it, I'm a thief. A man's ambition is his 'whole world and if he doesn't gain it rightfully his soul is lost."

The St. Louis *Star* is to be sold to the people. By a unique plan, E. G. Lewis, owner and publisher, intends to give the common people within a radius of two hundred miles of St. Louis the controlling interest in the paper's stock. The plan proposed is announced as the fulfillment of a promise made when he acquired the paper more than a year ago that he would first build up a great newspaper property and then make it the one great daily in St. Louis for the people. The plan proposed is to increase the stock from $500,000 to $1,500,000 in $10 shares. Lewis will take over $500,000 of this in exchange for the present investment in stock and plant. The rest will be sold, one share to each person. The plan of sale guarantees the future of the paper. One share will go to each person who sends in two paid up subscriptions to the daily and Sunday paper, totaling $12. Should any holder of this stock desire to sell, Lewis himself is to have the option, in order to prevent the stock falling into hostile hands.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



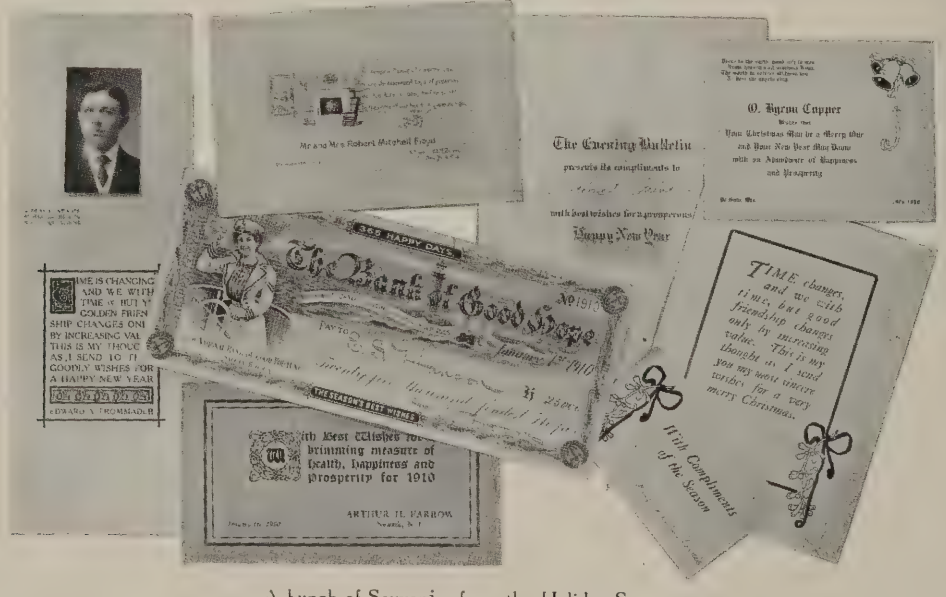
I AM in receipt of two copies of a little house organ published by the B. F. Goodrich Company, of Akron, Ohio, called *The Clincher*. It is devoted to the motorcycle industry and gives an interesting array of facts and illustrations regarding this growing business. The December number very appropriately shows the patron saint of Christmas riding on a motorcycle and carrying with him a number of Goodrich tires and other motorcycle auxiliaries as presents for his favorites. Cheltenham type is used exclusively throughout for body, and Cheltenham bold for display. A letter from the advertising department of the Goodrich Company, signed by Mr. R. M. Baxter, advertising manager, says that it has been the aim to give this house organ a magazine quality something apart from a mere carrier of advertising news. He has endeavored to make something different—something with a distinct tone to it. I believe the make-up of the publication would be improved by having some of the more interesting articles and illustrations thrown toward the front of the book. I would, for instance, substitute pages 4 and 5 for pages 2 and 3. I would then take pages 10 and 11 and put in place of pages 4 and 5, putting the present pages 2 and 3 in the place of 10 and 11. This criticism is based on the December issue, though it holds good substantially for the other number which I have in hand. In both issues the reader opens up at once to matter which looks like pure advertising. This should be thrown further back and some matter of more general interest should be in front to lead up to it. The type is also spread out rather too much for the size of the page. I should prefer either to use the same type solid or to use a smaller size of type with one-point leads. This type has such a heavy shoulder on it that two-point leads give it too much of a spread for a narrow column and small page.

* * *

I have few more enjoyable moments than those which I devote to the reading of *Character,* that little publication put out by the Griffith-Stillings people. As it is gotten out to boom their own printing business, and therefore can scarcely be sent to other printers at a gratuitous subscription rate, we shall have to content ourselves with a bright extract from time to time, though I wish we all might have the inspiration of seeing it in its chaste typographical beauty. Here is something from the last issue which came to my desk:

THE ONLY RIGHT WAY.

If you are a man in your forties or fifties, you have long since passed the shopping age in your personal affairs.


The Evening Bulletin
Happy New Year
O. Byron Cupper
The Bank of Good Hope
TIME changes, and we with time, but good friendship changes only by increasing in value. This is my thought as I send you my most sincere wishes for a very merry Christmas.
With Compliments of the Season
With Best Wishes for a brimming measure of health, happiness and prosperity for 1910
ARTHUR H. FARROW

A bunch of Souvenirs from the Holiday Season

You have a doctor and a dentist upon whom you rely implicitly. You have a tailor who knows what you ought to have, sees that you get it, and treats you well on price. You wear certain brands of shoes, shirts, collars, and other furnishings, and know where to get them. In all other

personal matters, you save time, bother and money, by knowing what you want and where to get it.

How about your printing? Do you still shop for that? If you do, you are pursuing a course which in your heart you know to be wrong. You know or should know that the best results would be insured if you had a good printer, and stuck to him. Apparent price and other promised advantages generally turn out to be fallacious when they come from a source whose only interest in you is to get an order out of you.

If you tie up to a good printer and make him feel that your business is his as long as he deserves it, he will take good care of you. He will take pride in the work. He will give you first call on his thought, time and equipment. He will feel that your interests are his interests, and govern himself accordingly.

That's the way you conduct your own business, and the right sort of a printer is just as good a business man as you are. Try it out.

* * *

Here is a little gem of encouragement and inspiration from *Success Magazine,* which, though not written especially for printers, can be taken to heart by any member of the craft with profit and satisfaction, containing as it does a grain of the eternal truth:

THE JOY OF A WELL DONE JOB.

Apart altogether from the question whether the doing his work in a superb way makes a man an artist or a genius, it is certain that there is nothing else quite like the satisfaction that comes to one from the consciousness of doing the very best thing possible to him.

Neither wealth nor position can give the glow of satisfaction, the electric thrill and uplift which come from a superbly done job.

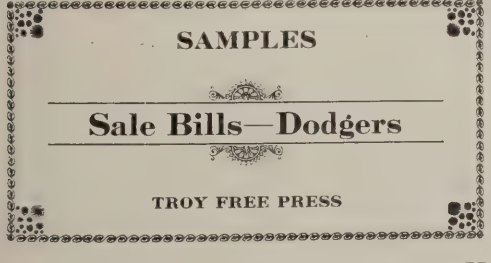
There is a fitness in doing a thing superlatively well, because we seem to be made for expressing excellence. It seems to harmonize with the very principles of our being. It is a perpetual tonic, improves the health, the happiness, the efficiency. There is no happiness like that which comes from doing our level best every day, always, everywhere; no satisfaction like that which comes from stamping superiority, putting the royal trade-mark of excellence upon everything which goes through our hands.

* * *

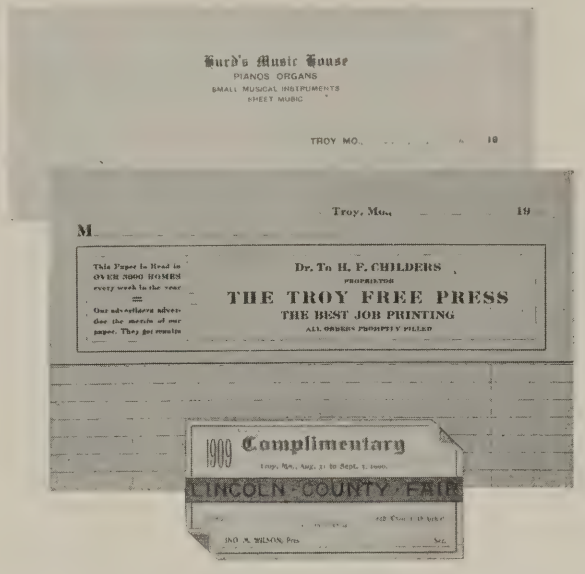
I am pleased to have been put on the mailing list of the J. W. Butler Paper Company, of Chicago, for *Snowflake,* that delightful once-in-a-while art publication designed to show the merits of Snokflake enamel book paper for a wide variety of uses. This present copy is too richly and worthily done to be thrown away, so here it goes into my permanent file of art samples. It has a handsome cover of kidskin parchment.

* * *

I have from Savoy W. Pereau, of Troy, Mo., a number of samples which are worthy of careful consideration. One of these which I am showing is a label from one of the various boxes of samples which



he keeps in the office to show to customers. He uses a different box, properly labeled, for each class of work, so that he does not have to spend his own and a customer's time in looking through a large number of miscellaneous samples. Another job which he sends is a bank check, which is very satisfactory with the exception of having one of the lines embossed. This is not only an unnecessary expense on this kind of work but is entirely out of place for anything of this nature. The embossing prevents the checks from laying flat in the book and tends to render writing on them a very difficult matter. This expense might much more profitably and wisely be spent on getting up a better design or using a higher grade of type. Your complimentary ticket for the Lincoln County



Fair is very well gotten up, although it is done in a style which is somewhat antiquated. I like the bill head for the *Free Press,* and also the letter head for Hurd's Music Store. On the latter, however, I should have made the principal line somewhat larger or else used a smaller size of type for the balance of the head.

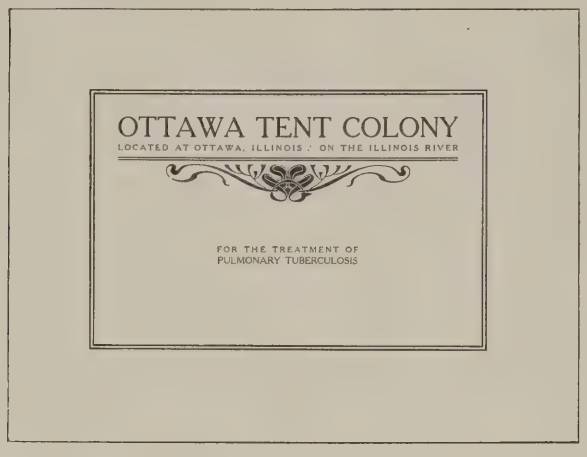
* * *

I have received a special issue of *The Champion,* published at Arcadia, Florida, which I perhaps ought to have sent to Mr. Copper for comment in his department. As it is not gotten up in ordinary newspaper style, however, but rather approaches the magazine in its size and make-up, I shall undertake to say a few words about it. The beauty of the publication is marred by the use of a large number of illustrations which do not fit the pages but extend irregularly out into the margin. If it were possible to do so it would have been much better to have made the pages somewhat larger, thus allowing the cuts to come within the margin. I take it, of course, that the cuts were secured from some other source and were not made especially for this work, else they would have been made of a more suitable size. While the publication is gotten up in very satisfactory style from the point of view of composition, aside from the criticism which I have made above, and is printed on a very good grade of stock, it was evidently run off on the regular newspaper press with not any more attention to press work than is given the ordinary issues of the paper. This is certainly a grievous fault and has almost spoiled what would otherwise be a publication very creditable to the publishers and to the city from which it is sent out.

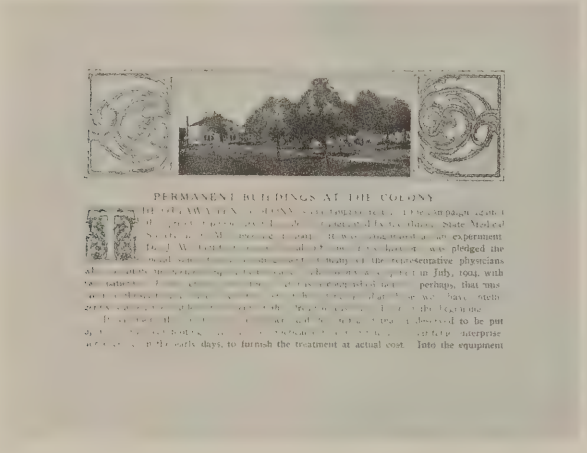
* * *

The little booklet, of which I am here showing the title page, was printed by the Free Leader Press, Ottawa, Ill., and the publication throughout is a beautiful piece of printing, with illustrations admirably en-

graved, and worked through the press in a most commendable manner. I cannot refrain also from showing the first page of the reading matter, which cer-


OTTAWA TENT COLONY
LOCATED AT OTTAWA, ILLINOIS : ON THE ILLINOIS RIVER
FOR THE TREATMENT OF
PULMONARY TUBERCULOSIS

tainly is gotten up in such a style as to invite perusal. It is very evident to a printer that the sanitarium which got out this booklet could have found a printer willing to do it at a much lower figure than the present job must have cost them. This booklet will, however, be carefully read where another book not so well printed would at once be thrown away. There are

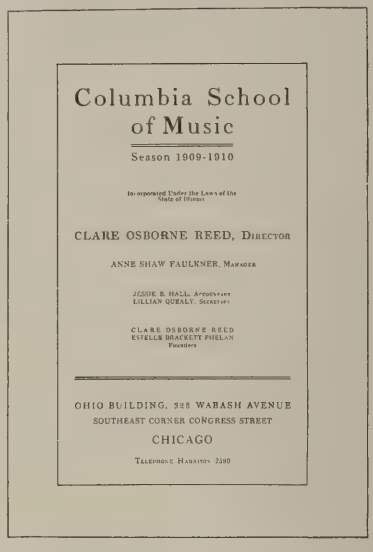

PERMANENT BUILDINGS AT THE COLONY

people who have such an eye for beauty that they cannot be persuaded to throw away such a booklet as this, even though they have no immediate use for it. It is such printing that justifies an advertising appropriation on the part of any concern.

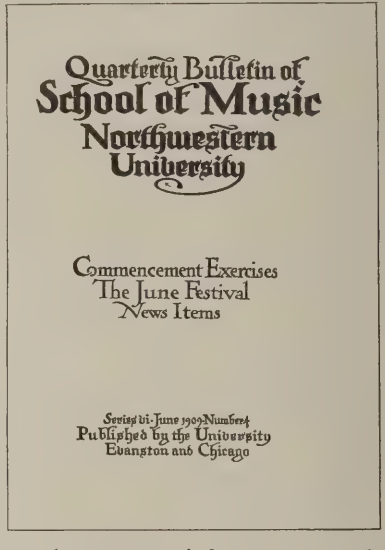
* * *

Edgar L. Mance, Dalton, Ga., has sent in several specimens which are of a fair degree of excellence. I presume the little blotters, containing half-tone portraits, were gotten out with such half-tones as happened to be available. They are at any rate very poor ones for the purpose and spoil the appearance of what would otherwise be two very attractive pieces of printing. The illustration on the card for Hotel Dalton is also very unsatisfactory, showing plainly that it is a reproduction from a half-tone print, and not a very good one at that. Your best piece of work is the letter head for the Dalton Baseball Association, although I think it would be improved by using some other type than the Bradley text for the name of the manager. Your own letter head on which you write shows the best press work, though I do not like your selection of type for that purpose.

The title page of another advertising booklet is here shown, this one being printed by the Bazner Press,


Columbia School of Music
Season 1909-1910
CLARE OSBORNE REED, Director
ANNE SHAW FAULKNER, Manager
OHIO BUILDING, 328 WABASH AVENUE
SOUTHEAST CORNER CONGRESS STREET
CHICAGO

Chicago. It is a good example of how a large amount of matter can be worked into a title page in a manner which is dignified and pleasing to the eye. It is, in my


Quarterly Bulletin of
School of Music
Northwestern University
Commencement Exercises
The June Festival
News Items
Series vi-June 1909-Number 4
Published by the University
Evanston and Chicago

opinion, a much more satisfactory page in every respect than this other one, which is the product of an engraver.

* * *

E. A. Wasser & Son, Girard, Kansas, sent me a copy of their letter head, which was executed by Ernest Harmon. I am showing it herewith, although

OLDEST PAPER IN SOUTHERN KANSAS
The Girard Press
E. A. WASSER & SON, Publishers
REGULAR ISSUE OF 3000 COPIES
PRINTERS STATIONERS
Girard, Kansas,

the color scheme will have to be explained. The ornament and the rule work surrounding it are in gold; the initials of the main line are in red, together with the light inner rules, and the balance of the head is in dark blue. I think the head is quite satisfactory, although I believe I have stated before that I

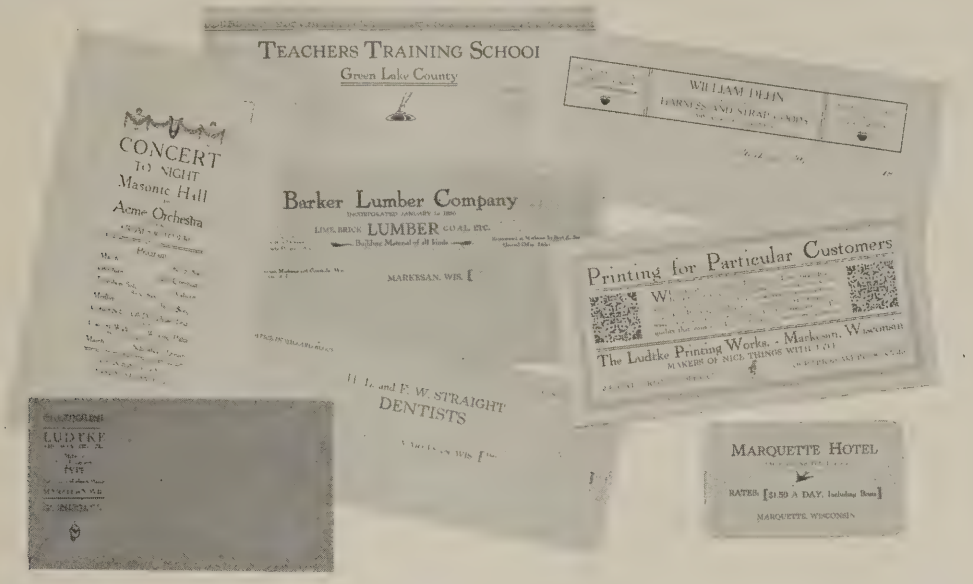
am not partial to gold on a letter head. This head is very satisfactorily balanced and is neat in every particular.

* * *

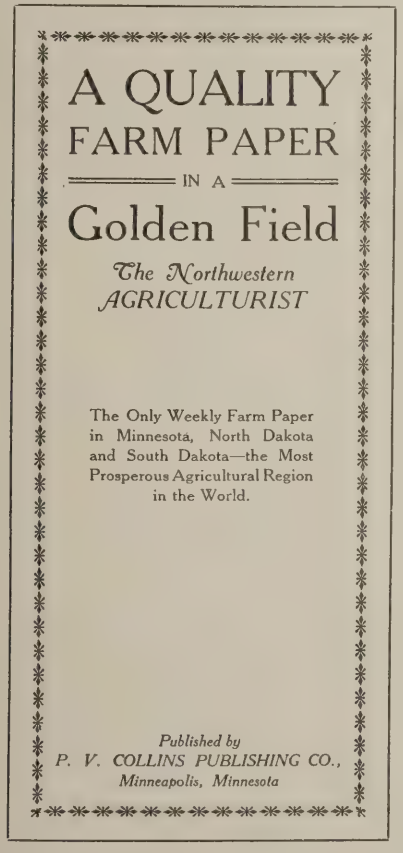
C. W. Ludtke, Jr., Markesan, Wis., sends a number of specimens which have unmistakable evidence of the true artistic spirit. One of the envelopes shown in the group speaks of Ludtke as the "busy printer," and there is no reason why he should not be busy with the class of work which he is doing.

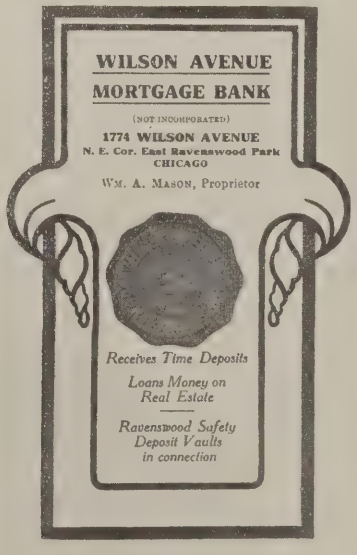
* * *

Most readers of this publication do not need any introduction to P. V. Collins of Minneapolis and his successful farm paper, *The Northwestern Agriculturist.* I have come into possession of a little booklet telling about a special poultry number of *The Agriculturist* which not only shows the enterprise of this publisher but is also a decidedly satisfactory piece of work from a typographic standpoint. This fact is very evident from a study of the title page of the booklet, which is here shown.



There are a number of design borders which accumulate around every printing office. Some of these have been furnished by advertisers or customers for various purposes and have fallen into disuse. And sometimes a border can be cut from an advertisement and used in a variety of ways. I am here showing the cover of a booklet, and although I do not know the history of this design, I have an idea that it was secured in some such way as I have suggested.





* * *

William J. Pilkington, editor of the Merchant's *Trade Journal,* spoke at Des Moines, January 6th, to a large audience at the Y. M. C. A. auditorium on "Salesmanship and Advertising." The lecture was spoken of as one of the best ever heard on these subjects in Des Moines.

Twenty-Fifth Annual Convention and Silver Anniversary

Of the National Editorial Association of the United States.

NEW ORLEANS, LA., FEBRUARY 10, 11 AND 12, 1910.

All Meetings will be held in the Assembly Room of the Hotel Grunewald.

Short Business Sessions will be held at the close of each Morning and Afternoon Session.

PROGRAMME.

THURSDAY, FEBRUARY TENTH.

MORNING—9 TO 12 NOON.

Opening Business Session.
Invocation—B. B. Herbert, Past-President, Chicago, Ill.
Address—Welcome to Louisiana—Governor Jared Sanders of Louisiana.
Address—Welcome to New Orleans—Mayor Martin Behrman, of New Orleans.
Response by President A. Nevin Pomeroy, *Franklin Repository,* Chambersburg, Pa.; Joe Mitchell Chapple, *National Magazine,* Boston, Mass.; Past-President Walter Williams, Columbia, Mo.; Past-President R. H. Henry, *Ledger,* Jackson, Miss.
President's Annual Address.
Poem — "In Remembrance" — William E. Pabor, Poet Laureate, Avon Park, Florida.
Appointment of Committees.
Reports of Officers.
Enrollment of Members.
Announcements.

THURSDAY, FEBRUARY TENTH.

AFTERNOON—2 TO 5 O'CLOCK.

Address — "Twenty-five Years of American Journalism."—Hon. E. W. Stephens, Past-President, Columbia, Mo.
Address—"The Newspaper Editor, His Responsibility, Privilege and Opportunity."—Seth Brown, Editor *Commercial Union,* Chicago, Ill.
Address—"The Influence of the Press for Good."—Miss Kate Barnard, Commissioner of Charities for State of Oklahoma, Guthrie.
Address—"The Press and Law Enforcement."—Hon. Josephus Daniels, Editor *News and Observer,* Raleigh, N. C.
Address—"The Editor's Opportunity."—John Clyde Oswald, Editor *American Printer,* New York City.
Address—"The New Journalism."—A. E. Winship, Editor *Journal of Education,* Boston, Mass.
Address—"Our Waterways."—M. J. Sanders, New Orleans, Alabama.
Thursday evening the Association will be the guest of the French Opera House.

FRIDAY, FEBRUARY ELEVENTH.

MORNING—9 TO 12 NOON.

Address—"The Duty of the Press in the Good Roads Movement in the United States."—H. B. Varner, Past-President, Editor *Southern Good Roads,* Lexington, N. C.
Address—"American Journalism." — Walter Williams, Columbia, Mo.
Report of Postal Laws Committee—B. B. Herbert, Chairman.
Address—"A National Association of Newspaper Men."—Felix J. Koch, Traveler and Lecturer, Cincinnati, Ohio.
Address—"Advertising and Exploitation."—Joe Mitchell Chapple, Editor *National Magazine,* Boston, Mass.
Address—"The Beast, the Jungle and the Press." — R. C. Houston, Editor *Crescent,* Frankfort, Ind

Immediately after the adjournment, the Association will be the guest of Mr. Lawrence Fabacher, President of the Jackson Brewery, at an "Oyster Steam."

FEBRUARY ELEVENTH.

AFTERNOON—1:30 TO 3 O'CLOCK.

Address—"Advertising."—(The Business Side)—Miss Caroline Huling, Editor *The Bookseller,* Chicago, Ill.
Address—"Advertising"—(The Moral and Ethical Side)—Miss Leona Mable Dufford, Assistant Editor *Union Signal,* Evanston, Ill.
Address—"Is the American Press as Potential as Formerly?"—J. P. Hurley, Editor *Tribune,* Albert Lea, Minn.
Address—"Better Organization for Our Association."—Hon. Ernest H. Pierce, Editor *Journal,* Revere, Mass.

At 3 o'clock a trip will be made over the New Orleans harbor in the steamboat "J. S.," as the guests of Capt. John Streckfus.

FEBRUARY ELEVENTH.

EVENING—8 TO 10 O'CLOCK.

Anniversary Exercises.
Short Addresses will be made by all the Past-Presidents present and a presentation will be made to Past-President Herbert.

FEBRUARY TWELFTH.

MORNING—9 TO 12 O'CLOCK.

Address—"A Retrospect of Good Work and Good Results."—Hon. W. H. H. Judson, Bessemer, Ala.
Address—"State and Local Associations."—Hon. R. P. Habgood, Editor *Star,* Bradford, Penn.
Address—"The Responsibilities of the Press."—Clarence Ousley, Editor *Record,* Forth Worth, Texas.
Address—"Newspaper Side Lights."—Mrs. F. S. Greenleaf, Savanna, Ind.
Address—"The Newspaper Man and His Work."—Ewing Herbert, Editor *Daily World,* Hiawatha, Kansas.

FEBRUARY TWELFTH.

AFTERNOON—2 TO 4 O'CLOCK.

Address—"What can be Accomplished by this Association?"—R. D. Campbell, Editor *Republican Gazette,* Lima, Ohio.
Address—"Effectiveness of Our Association."—Sheridan Ploughe, Hutchinson, Kansas.
Address—"The Future of the American Press."—Louis J. Worthman, Editor *Star-Telegram,* Fort Worth, Texas.
Address—"The Local Paper's Neglected Opportunity—Promoting Rural Development."—Clarence H. Poe, Editor *Progressive Farm Gazette,* Raleigh, N. C.
Address—"Duty and Opportunity or Things Worth While."—J. P. Baumgartner, Editor *Register,* Santa Ana, California.
Closing Business Session.
Reports of Committees.
Selection for place of next annual convention.
Election of officers.
Adjournment.

VISITING THE BIRTHPLACE.

Corresponding Secretary W. F. Parrott has issued a neat, comprehensive book of instructions and program, which should be carefully read and ready compliance be made with the requests contained therein. In the introduction, the Secretary becomes pleasingly reminiscent and rightly sentimental, as follows:

There is a beautiful, almost pathetic, sentiment concerning the place of birth, be it that of the individual, business or association. The cradle home memories are fondly cherished; they do not vanish, droop, die or fade away, but lin-

ger on and on as though carved upon the stone of an everlasting diary.

It is with love and tenderness that the days of happy youth are recalled. There is this friend, that friend, the creek, the old mill, the house, the barn, the pasture, the old swimming-hole, the fireside, mother and father.

Could we but have them all back, be a child once again, the cup of joy would be filled to overflowing.

An opportunity is presented—we are going to the old home. The hope is entertained that some of the old friends may still be there, that the old places and the things so dear to us have not changed so very much in the twenty-five years that have elapsed since the first birthday.

Good news, letters received, convey the glad tidings that there is to be a re-union, a hand-clasp, a home-coming.

It will be the anniversary of the twenty-fifth birthday, and the silver milepost in the race of life comes to all but once. Nothing will deter us—no distance will be too great and no obstacle that can be surmounted will stand in the way. It should and will be a memorable re-union of loving hearts.

Twenty-five years ago, February 19, 1885, the National Editorial Association of the United States was organized in the city of New Orleans. In February of this year the twenty-fifth anniversary of the Association will be fittingly observed in the cradle home—

NEW ORLEANS, FEBRUARY 10 TO 12, 1910.

It is with a good deal of pride and not a little satisfaction that the officers and members of the Executive Committee, notwithstanding the short time allotted, herewith set forth a complete itinerary, the probable cost, and full information concerning the most important gathering in the history of the Association.

THE PLAN.

To make Chicago, as far as possible and practicable, the starting-point. The La Salle will be hotel headquarters. Rates, $2.00 and up. A contract has been made with the Pullman people for four and possible five sleepers. This plan was adopted because it made the pro rata expense considerably lower than the berth rate with the stops en route. It also makes it somewhat uncertain for the officers in charge, because of the delay in making reservations, and there is the added anxiety about the guarantee on Pullmans. To secure the special train via the Illinois Central out of Chicago will require one hundred people. It is therefore absolutely necessary, where it can be accomplished with about the same expense, to go via Chicago.

The berth rate has been fixed at $8 per person, and the amount should be forwarded at once to the Secretary, W. F. Parrott, Waterloo, Iowa. It may not require the full amount, but the assessment is made to cover every contingency, and the balance remaining will be pro rated back.

Tickets for the round trip, Chicago to New Orleans, can be procured at the Secretary's office, La Salle Hotel, on the 6th of February and up to train time on the 7th. A representative of the Illinois Central will be present to take care of all comers.

The special train on the Illinois Central will leave Chicago at noon, February 7, 1910. The proposed schedule is:

FEBRUARY 7—12 noon—Leave Chicago.
3:00 P. M.—Arrive Champaign.
4:10 P. M.—Arrive Mattoon.
4:45 P. M.—Arrive Effingham.
5:53 P. M.—Arrive Centralia.
7:12 P. M.—Arrive Carbondale.
8:50 P. M.—Arrive Cairo Jct.
10:05 P. M.—Arrive Fulton.
FEBRUARY 8—1:45 A. M.—Arrive Memphis.
10:30 A. M.—Arrive Vicksburg.
6:00 P. M.—Leave Vicksburg.
9:15 P. M.—Arrive Natchez.
FEBRUARY 9—11:00 A. M.—Leave Natchez.
4:00 P. M.—Arrive Baton Rouge.
9:00 P. M.—Leave Baton Rouge.
12 Midnight—Arrive New Orleans.

A study of the above schedule, and the exercise of judgment will give the Southern and Western delegates the opportunity of making connections and joining the party en route. Such arrangement will be a time and money-saver. At Mattoon and Effingham, Peoria and Vandalia line connections can be made. At Carbondale, connections from St. Louis, and at Fulton, Cincinnati and Louisville connections are obtainable.

For full particulars, members should consult Secretary Parrott's book, which is a model of completeness.

AT VICKSBURG.

(Arrive 10:30 A. M.; leave 6 P. M.)

ENTERTAINMENT AT VICKSBURG.

VICKSBURG, MISS., Jan. 18, 1910.

Mr. B. B. Herbert, Chicago, Ill.,

DEAR SIR:—I have delayed replying to your letter of Jan. 11, 1910, because of waiting for a meeting of our Board of Aldermen, which was held last night. A committee from the Vicksburg newspapers, of which the undersigned was a member, went before the board to ask an appropriation to help entertain the N. E .A. on their visit to this city. The Board cheerfully granted our request, and this added to the fund we will secure from other sources, enables me to assure you that the members of the N. E. A. will be given an automobile ride through the National Cemetery and the National Military Park, with brief stops at places of most interest; and a luncheon will be served to the members at the conclusion of the ride. It is the intention to have the autos meet your special train at the depot and take as many as possible for the Park and Cemetry ride; those unable to be accommodated on the first trip will rendezvous at the Carroll hotel, and will be given the drive when the autos return.

If the weather is favorable I feel certain you will have a delightful day in Vicksburg.

Very Respectfully, J. G. CASHMAN,
Editor *Evening Post.*

P. S.—I have written a similar letter to Cor. Sec'y. W. F. Parrott.

AT NATCHEZ, EVENING FEBRUARY 8.

(Arrive 9:15 P. M.; leave 11 A. M., February 9)

As at Vicksburg, the citizens are delighted with the prospect of the visit and are arranging to care for the party in a most hospitable manner. The city, as is known, is one of the oldest in the South. The first capital of Mississippi is situated at Washington, six miles from Natchez. The National Cemetery is about a mile and a half from the Court House. There are many beautiful places and a number of old Colonial homes which are well worth seeing.

BATON ROUGE.

(Arrive 4 P. M., February 9; leave 9 P. M.)

Baton Rouge, the capital of Louisiana, is a beautiful and attractive city. The citizens have prepared a most pleasant program which will include an automobile ride over the city at 4 P. M., followed by a boat ride on the river, and concluding with a luncheon at the Elks Home at 7:30. The train leaves at 9 P. M.

ALL SHOULD VISIT THESE CITIES.

To visit three as important Southern cities as Vicksburg, Natchez and Baton Rouge, to say nothing of the numerous attractions surrounding them, is a program of pleasure and information that will be greatly appreciated and enjoyed by

the fortunate delegate. It is, therefore, the desire and wish that every effort be made by delegates to join the party before these visits are made. *Go with the party and not direct to New Orleans.*

ON TO NEW ORLEANS.

Leaving Baton Rouge at 9 P. M., the party will arrive at the Crescent City at 12 o'clock midnight. Delegates are expected to remain in the cars that night and early the next morning to go to the Grunewald, the New Orleans headquarters for hotel and meeting-place. All meetings will be held in the hotel building. The rates at this popular hotel range from $1.50 up. The assurance is given that there will be ample accommodations for all and the guests will receive the best possible service. It is always a wise precaution, however, to make reservations in advance.

ENTERTAINMENT AT NEW ORLEANS.

OFFICE OF NEW ORLEANS PROGRESSIVE UNION.

January 19, 1910.

Mr. B. B. Herbert, 4618 W. Ravenswood Park, Chicago, Ill.

DEAR SIR:—Your favor of the 11th, addressed to the Editor of the *Picayune,* has been referred to this organization. The following program has been arranged for entertainment of the National Editorial Association:

THURSDAY, FEBRUARY 10TH.

8 P. M.—French Opera House for performance of French Opera Company, as guests of Manager Jules Layolle.

FRIDAY, FEBRUARY 11TH.

12 noon. Oyster Steam, as guests of President Lawrence Fabacher, of Jackson Brewery.

3 P. M.—Trip over harbor on Steamboat "J. S.," guests of Captain John Streckfus.

8 P. M.—(optional) Performance of vaudeville at Orpheum Theatre, guests of Manager Jules Bistes.

If I can be of further service, please advise.

Yours truly, M. B. TREZEVANT,
Secretary-Manager.

THE SIDE TRIPS.

(From the Secretary's Book)

The intention at the outset was to give the delegates the choice of two trips, either Panama or Havana. Late advices clear the field and complete all details for the Panama trip. The United Fruit Company makes a $50 rate and will furnish an exclusive boat for the party, providing a guarantee of 125 passengers is given. To secure this concession, ten days notice must be given. If the required 125 cannot be guaranteed, the regular sailing boats will have to be depended upon. The sailing time of the regular boats is 10 A. M., Saturday, February 12, 1910. This hour has been changed to meet the convenience of the party to 3 P. M., the same day. The United Fruit Company, in either case, require an advance payment of $25 on or before February 1, 1910. This amount should be forwarded to the Secretary, W. F. Parrott, Waterloo, Iowa, at once. The balance, $25, can be paid to the representatives of the boat company upon arrival at New Orleans.

The trip over, the visit there and return trip, as near as can be estimated, will consume about fourteen to sixteen days.

The voyage by New Orleans is said to be a most delightful one, generally speaking. No rough weather or sailing is encountered and the voyage is filled with delightful pleasures.

Those who claim to know say the party will be treated with every courtesy, and hospitality will be extended on every side. The matter has been taken up with the proper authorities, but time sufficient for reply has not elapsed, and it is not thought wise to delay the booklet longer for the information. Publicity is wanted and desired, and here is one place that the editor will have the right to contract—give one commodity for another. The rate of $50 to Panama includes everything and board at Colon if desired. An employe of the government is authority for the statement that on his return trip the charges for passage one way—and he had a rebate—were $40.

An effort is being made to secure favorable rates at the Hotel Trivoli, Ancon, Canal Zone, Panama. This beautiful hotel is located on Tivoli Hill, overlooking the City of Panama and Panama Bay, and affords a most charming view.

The hope is expressed and all persuasive powers are being exercised to procure from the United Fruit Company their consent to touch and make brief stops at Cuban points either going or on the return trip.

The absolute assurance is given that all possible concessions will be granted and indications point to a most successful rounding out of a delightful Panama trip.

HAVANA A DISAPPOINTMENT.

Up to the hour of going to press no positive assurance of sailing time could be obtained from the Southern Pacific Steamship Company. Their regular sailing days are February 8th, before the arrival of the party, and then again not until the 17th of February. The rate, $45, while attractive if available, is made prohibitive by the delay of five days, February 12th to 17th.

The Florida East Coast Railway Company makes a very attractive rate of $62 for the round trip to Havana, going from New Orleans to Jacksonville, from there to Knight's Keys and by boat from the latter point to Havana. The trip along the east coast of Florida is a very beautiful one. On the return trip stops are contemplated at St. Augustine, Palm Beach and Jacksonville. Liberal concessions are made on hotel rates at the above points, and all possible courtesies are extended. The Pullman rate round trip is $15.

From every indication the Panama trip seems to be the attraictive one and, governed by the wishes of the majority, the Secretary's duty seems plain and clear. The Panama trip will therefore come first in the efforts of all concerned, and will be arranged first. The capacity of the boat for comfort will be reserved and when this is completed the overflow, if any, will be taken care of with the best there is to offer on the Havana trip.

It is not thought wise by the Advisory Board to attempt to carry both side trips at the outset, as one would injure the other, the division interfering with the securing of the exclusive boat to Panama.

Make Panama reservations at once, if you desire accommodations. It will be first come, first served, and if the guarantee payment is left until New Orleans is reached, belated delegates, from whatever cause, will have to run the gauntlet of chance. Don't take the chance. Remember that crowded and uncomfortable assignments will be avoided.

RECAPITULATION—FACTS ALL SHOULD KNOW AND REMEMBER.

Sleeping car reservations, special train, $8.00. Send draft immediately to W. F. Parrott, Waterloo, to secure sleeping place.

Remit the per capita tax, $6.25, to member of the Executive Committee, and he in turn will certify same to the Secretary and forward draft to W. A. Steel, Treasurer, 551 Colman Building, Seattle, Wash. Remember, the per capita tax was changed by action of the Executive Committee, and each person going to New Orleans will have to pay $6.25. The per capita tax for man and wife is $12.50. The only exception is to members of the Executive Committee who were in attendance at the Chicago meeting.

To insure Panama reservations the delegate must forward the first payment, $25, to W. F. Parrott, on or before February 1, 1910. *Don't fail.*

THE COST.

Round trip ticket, Chicago to New Orleans	$25.00
Ticket good to return March 7, 1910. Tickets, however, will have to be deposited and a fee will be charged of	1.00
Berth rate (four days out)	1.00
Berth rate, return (two days)	5.50
Per capita tax (each person)	0.25
Trip to Panama and return, including board at Colon, if desired	50.00
Total actual expense, exclusive of board at New Orleans and dining car service	$95.75
It is a liberal estimate to say that all expense will not exceed	$125.00
Miles to New Orleans and return	1,846
Miles to Panama and return	2,800
Total miles	4,646

Tickets for the trip to New Orleans and return will be on sale at the Secretary's office, La Salle Hotel, all day February 6th, and up to train time on the day of February 7th. Don't neglect this. Arrangements cannot be made on the train.

SPECIAL ANNOUNCEMENT.

It is with extreme pleasure that the announcement is made that Capt. J. F. Merry, General Immigration Agent of the Illinois Central, will accompany the party and personally conduct it through the Southern States. Capt. Merry has been identified with the Illinois Central passenger department for over twenty-five years, resigning his position as assistant general passenger agent to take up the present work. He has, perhaps, contributed more largely to the upbuilding and development of the South than any other one man in the United States. He is beloved by the Southern people, and in conversation with a delegate from the South, concerning Capt. Merry, the gentleman paid the Northern railroad man the compliment, "We love the man and if we could would make him governor of Mississippi."

Capt. Merry is familiar with every foot of the ground to be traveled, is greatly delighted with the proposed visit of the National Editorial Association, and will bend every energy to provide comfort and pleasure for those fortunate enough to be of the party, February 7 to 10, 1910.

A LARGE ATTENDANCE.

Never in the history of the National Editorial Association has the prospect of a large attendance been so flattering as it is on the occasion of the twenty-fifth anniversary at New Orleans, February 10 to 12, 1910. The representation will come from every State in the Union, and the strong men who have been identified with the organization for a quarter of a century have signified their intention of being present. The personnel of the party will be of unusual strength and the silver anniversary meeting the greatest epoch in press organization history. It will be a serious error if the opportunity is allowed to go by default. The details are fast rounding out, and from an instructive, educational and entertainment standpoint no former meeting will equal that of New Orleans-Panama.

Read the instructions—heed them and avoid disappointment.

For any information, address,

W. F. Parrott, *Corresponding Secretary,*
Waterloo, Iowa

Advisory Board:
A. W. Glessner, 517 West Monroe St., Chicago, Ill.
W. H. Mayes, Brownwood, Texas.
J. B. Castle, Sandwich, Ill.

MEMBERS OF THE TWENTY-FIFTH ANNUAL CONVENTION REPORTED UP TO JANUARY 25TH, WITH NAMES OF OFFICERS, PAST-PRESIDENTS AND EXECUTIVE COMMITTEE:—

President, A. Nevin Pomeroy, *Franklin Repository,* Chambersburg, Pa.
First Vice-President, J. P. Baumgartner, *Register,* Santa Ana, California.
Second Vice-President, R. E. Dowdell, *Advocate,* Artesian, S. Dakota.
Third Vice-President, A. D. Moffett, *Daily Record,* Elwood, Indiana.
Corresponding Secretary, William F. Parrott, *Reporter,* Waterloo, Ia.
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Flag Custodian, C. F. Lehmann, *Herald,* Hallettsville, Tex.

ADVISORY BOARD.

A. W. Glessner, *Gazette,* Galena, Illinois.
W. H. Mayes, *Bulletin,* Brownwood, Texas.
J. B. Castle, *Argus,* Sandwich, Illinois.

First President—B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago, Illinois.
Second President—C. H. Jones, New York.
Third President—Gov. A. B. White, Parkersburg, West Virginia.
Fourth President—James R. Bettis, 212 S. Third St., St. Louis, Mo.
Fifth President—Chas. A. Lee, *Gazette and Chronicle,* Pawtucket, R. I. (Deceased.)
Sixth President—E. W. Stephens, *Herald,* Columbia, Mo.
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Twelfth President—Louis Holtman, *Jeffersonian,* Shelbyville, Indiana.
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Fourteenth President—R. H. Henry, *Clarion Ledger,* Jackson, Miss.
Fifteenth President—Matt Parrott, *Reporter,* Waterloo, Iowa (Deceased.)
Sixteenth President—F. B. Baillio, *Review,* Cleburne, Texas.
Seventeenth President—Albert Tozier, *Pacific Farmer,* Portland, Ore.
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Twentieth President—W. W. Screws, *Advertiser,* Montgomery, Ala.
Twenty-first President—John Dymond, *Sugar Planter,* New Orleans, La.
Twenty-second President—John E. Junkin, *Bulletin,* Sterling, Kan.
Twenty-third President—Henry Bronson Varner, Lexington, N. C.
Twenty-fourth President—Will H. Mayes, *Bulletin,* Brownwood, Texas.
Twenty-fifth President—A. Nevin Pomeroy, *Franklin Repository,* Chambersburg, Pa.

HONORARY LIFE MEMBERS.

Mrs. Matt Parrott, Iowa.
Mr. James G. Gibbs, Ohio.
Mr. J. M. Page, Illinois.
Mr. R. M. White, Missouri.
Mr. H. C. Page, New Jersey. (Deceased.)
Mr. Frank R. Gilson, Michigan. (Deceased.)
Mr. W. E. Pabor, Florida.
Wm. H. H. Judson, Alabama.
Hon. Wm. A. Ashbrook, Ohio.
Mrs. J. Irving Steel, Pennsylvania.
Will A. Steel, Washington.
J. W. Cockrum, Indiana.

EXECUTIVE COMMITTEE, 1909-1910.

Alabama Press Association—Jacob Pepperman, *Southern Odd Fellow*, Montgomery.
Arkansas—W. W. Folsom, *Gazette*, Hope.
California—F. W. Richardson, *Gazette*, Berkeley.
California, Southern—J. P. Baumgartner, *Register*, Santa Ana.
Colorado—Lute Wilcox, *Field and Farm*, Denver.
Connecticut—George C. Woodruff, *Enquirer*, Litchfield.
Florida—C. L. Bittinger, *Star*, Ocala.
Georgia Press Association—Miss Kate Ollinger, Atlanta.
Illinois Press Association—J. B. Castle, *Argus*, Sandwich.
Illinois, Military Tract Association—Geo. W. Cyrus, *Journal*, Camp Point.
Illinois, Woman's Press—Caroline Huling, *The Bookseller*, Chicago.
Illinois, Republican Association—W. L. Jones, *Journal*, Lebanon.
Inland Daily Press Association—A. W. Giessner, *Gazette*, Galena.
Indiana Republican Editorial Association—J. A. Krantz, *Tribune*, Kokomo.
Indiana Democratic Editorial Association—A. B. Crampton, *Citizen-Times*, Delphi.
Indiana Southern Press Association—W. W. Aikens, *Star*, Franklin.
Indiana Northern Editorial Association—W. E. Beeson, *Journal*, Winchester.
Indiana Associated Weeklies—H. F. Harris, *Record*, Pierceton.
Iowa State Editorial Association—E. F. Medary, *Democrat*, Waukon.
Iowa, Upper Des Moines Association—W. L. Branagan, *Democrat*, Emmetsburg.
Iowa, Northeast Association—H. J. Green, *Public Opinion*, Decorah.
Iowa, Southern Association—C. M. Junkin *Ledger*, Fairfield.
Kansas State Editorial Association—Sheridan Ploughe, *Independent*, Hutchinson
Kansas, Southern—H. R. Honey, *Western Advocate*, Mankato.
Kansas, Southwest—W. M. Glenn, *Tribune*.
Kentucky Press Association—R. R. Perry, *Sun-Sentinel*, Winchester.
Louisiana Press Association—Miss Florence Dymond, *Planter*, New Orleans.
Maine Press Association—C. W. Robbins, *Enterprise*, Old Town.
Maryland, Republican Press Association—V. N. Simmons, *Morning Herald*, Hagerstown.
Maryland, Democratic—Fred G. Usilton, *News*, Chestertown.
Massachusetts—Joe M. Chapple, *National Magazine*, Boston.
Michigan Press Association—L. A. Sherman, *Daily Times*, Port Huron.
Minnesota, State Editorial—J. P. Hurley, *Tribune*, Albert Lea.
Minnesota Home Print Association—W. R. Hodges, *Herald*, Sleepy Eye.
Mississippi Press Association—J. L. Gillespie. *Commonwealth*, Greenwood.
Missouri State Press Association—Omar D. Gray, *Leader*, Sturgeon.
Missouri Northeast Press Association—J. W. Jacks, Montgomery.
Missouri, Northwest—Wes. L. Robertson, *Democrat*, Gallatin.
Missouri, Southeast Press Association—B. F. Wood, *Tribune*, Laredo.
Montana Press Association—J. D. Metcalf, *Review*, Glendive.
Nebraska Press Association—H. M. Wells, *Vidette-Herald*, Crete.
New England Suburban Press Association—E. H. Pierce, *Journal*, Revere, Mass
New Hampshire—R. W. Pillsbury, Manchester.
New York State Press Association—John P. Herrick, *Breeze*, Bolivar.
North Carolina Press Association—Mrs. W. C. Hammer, *Courier*, Ashboro.
Ohio, Buckeye Press Association—J. H. Simms, *Tribune*, East Liverpool.
Ohio, Associated Dailies—H. D. Campbell, *Republican-Gazette*, Lima.
Oklahoma Press Association—Sidney Suggs, Ardmore.
Oregon—D. W. Bath, *The Western Oregon*, Cottage Grove.
Pennsylvania—Harry A. Thompson, *Times*, Tyrone.
Rhode Island Press Club—W. B. Frost, *Manufacturing Jeweler*, Providence.
South Dakota State Press Association—R. E. Dowdell, *Advocate*, Artesian.
Tennessee State Press Association—Mr. Lynch Perry, *Democrat*, Columbia.
Texas Press Association—T. E. Straight, McGregor.
Utah Press Association—I. E. Diehl, *Record*, Mammoth.
Virginia—Mrs. Stephen Putney, *Enterprise*, Wytheville.
Washington State Press Association—W. A. Steel, *Nome Daily News*, Seattle.
West Virginia Editorial Association—M. G. Sperry, *Telegram*, Clarksburg.
Wisconsin Press Association—J. H. Waggoner, *Leader*, Eau Claire.
Washington, D. C., League of American Pen Women—Mattie Hamilton Flick, Oklahoma City, Okla

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DELEGATES TO THE TWENTY-FIFTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION.

The following are the names of delegates received up to January 25th:—

Illinois State Press. — Past-President B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago; Ex.-Com. J. B. Castle, *Argus*, Sandwich, Ill.; Mrs. J. B. Castle; M. H. Spence, *Gazette*, Elmwood, Ill.; Horace Crihfield, *Argus*, Atlanta, Ill.; Hon. Thos. Rees, *State Register*, Springfield, Ill.; Wm. T. Bedford, *Tribune*, La Salle, Ill; H. D. Hemmens, *Courier*, Elgin, Ill.; W. M. Goudy, *Press*, Fairfield, Ill.; Eugene P. L'Hote, *Herald*, Milford, Ill.; S. K. Strothers, *Courier*, Taylorville, Ill.; M. F. Walsh, *Herald*, Harvard, Ill.; J. C. Adams, *Vedette*, Peotone, Ill.; Lon Wessel, Jr., *Arkansas Traveler*, Chicago, Ill.; V. H. Haven, *Argus*, Greenfield, Ill.; C. W. Warner, *Journal*, Hoopeston, Ill.; Hon. Chas. E. Hull, *Herald-Advocate*, Salem, Ill.

Missouri Press Association.—J. K. Pool, *Courier*, Centralia; Ovid Bell, *Gazette*, Fulton; J. S. Brenneman, *Capital*, Sedalia; Wm. Southern, Jr., *Examiner*, Independence; C. D.

Morris, *Gazette,* St. Joseph; C. M. Harrison, *Maysville Pilot,* Gallatin.

Rhode Island Press Association.—E. A. Noyes, East Greenwich; Hon. D. Russell Brown, *The Evening News,* Providence; John Gillies, *Narragansett Times,* Wakefield.

Arkansas Press Association.—Executive Committeeman W. W. Folsom, Hope; James Hall, Memphis, Tenn.; S. A. Cullough, Mountain View; E. C. Funk, Rogers; Leon Westmoreland, Greenwood; A. M. Ward, Clarksville; R. C. Ray, Benton; C. A. Barry, Felsenthal.

Kansas Press Association.—Ex-Committeeman State Association, Sheridan Ploughe, Hutchinson; J. Byron Cain, Belle Plaine; W. Y. Morgan, Hutchinson; H. G. Montgomery, Junction City; Mrs. Chas. Landis, Osborne; Mack P. Cretcher, Sedgwick; John Cochran, Pratt; Mrs George A. Barcus, Parsons; M. C. Hemenway, Hope.

New York State Press Association.—W. H. Greenhow, *Tribune-Times,* Hornell; W. J. Kline, *Recorder,* Amsterdam; G. S. Griswold, *News,* Batavia; E. S. Underhill, *Leader,* Corning; W. B. Collins, Gloversville; J. E. Klock, *Freeman,* Kingston; J. A. Sleicher, *Leslie's Weekly,* New York; A. R. Scott, *Republican,* Geneseo; Carl G. Clerk, *Record,* Perry; Edgar A. Higgins, *Advertiser,* Elmira; Ed. L. Adams, *Independent,* Marathon; A. A. Norton, *Despatch,* Belmont; F. H. Hurd, *Tribune,* Medina; W. J. Pollard, *Courier-Journal,* Seneca Falls; Elias Vair, *News,* Waterloo; C. M. Alford, *Gazette,* Livonia; Frederick P. Hall, *Journal,* Jamestown.

Colorado Press Association.—Lute Wilcox, *Field and Farm,* Denver; Guy U. Hardy, *Record,* Canon City; O. H. Wangelin, *Herald,* Boulder; Dave Elliott, *Telegraph,* Colorado Springs; G. E. Hosmer, *Herald,* Ft. Morgan; George M. Kimball, *Transcript,* Golden; Carl Anderson, *Courier,* Fort Collins; Leo Vincent, *Camera,* Boulder; and J. W. Kelly, *Moffat Road,* Denver.

North Carolina Press Association. — J. O. Atkinson, Pres. *Christian Sun,* Elon College, N. C.; M. L. Shipman, vice-pres., *Hustler,* Hendersonville; J. R. Swan, vice-pres., *Record,* Madison; W. K. Jacobson, vice-pres., *Progress,* Washington; J. B. Sherrill, sec. and treas., *Times,* Concord; Archibald Johnson, historian, *Charity and Children,* Thomasville; W. C. Hammer, orator, *Courier,* Ashboro; Josephus Daniels, alternate, *News and Observer,* Raleigh; D. L. St. Clair, poet, *Express,* Sanford; Ex.-Committeemen.—Rev. J. O. Atkinson, Elon College; J. B. Sherrill, Concord; H. A. London, Pittsboro; W. C. Dowd, Charlotte; H. B. Varner, Lexington; D. T. Edwards, Kinston; Delegates.—Josephus Daniels, *News and Observer,* Raleigh; H. B. Varner, *Dispatch,* Lexington; R. F. Beasley, *Journal,* Monroe; W. B. Harker, *Scottish Chief,* Maxton; C. H. Poe, *Progressive Farmer,* Raleigh; J. P. Cook, *Uplift,* Concord; J. B. Sherrill, *Times,* Concord; J. D. Bivens, *Enterprise,* Albemarle; W. K. Jacobson, *Progress,* Washington; R. R. Clark, *Statesville Landmark,* Statesville; J. J. Farris, *Enterprise,* High Point; W. C. Hammer, *Courier,* Asheboro; D. L. St. Clair, *Express,* Sanford.

Louisiana Press Association.—Norman Walker, *Times-Democrat,* New Orleans; W. D. Robinson, *Picayune,* New Orleans; Mrs. L. A. Weir, *States,* New Orleans; J. M. Thomson, *Item,* New Orleans; W. F. Roy, *St. Bernard Voice,* Arabi P. O.; J.W. Smith, *News-Star,* Monroe; C. C. De Graffenreid, *Times,* Shreveport; F. L. Knoblock, *Commercial Journal,* Thibodaux; Conrad Lecoq, *Pointe Coupee, Banner,* New Roads; Charles E. Schwing, *Iberville South,* Plaquemine; L. E. Bentley, *Donaldsonville Chief,* P. O. Box 152, New Orleans; F. D. Gianelloni, *Pioneer,* Napoleonville; John Dymond, *Planter,* New Orleans: Miss Florence Dymond, *Planter,* New Orleans.

Suburban Press Association of New England.—Isaac M. Marshall, *Manchester Cricket,* Manchester, Mass.; Henry B. Hale, *Gazette,* East Hartford, Conn.; R. William Waterman, *Chronicle,* Athol, Mass.; Charles A. Loring, New England Newspaper Union, 138 Pearl St., Boston, Mass.; Dr. A. E. Winship, *Journal of Education,* Boston, Mass.

Wisconsin Press Association.—Emil Baensch, Manitowac *Post,* Manitowoc; M. P. Rindlaub, Platteville *Witness,* Platteville; H. M. Youman, Waukesha *Freeman,* Waukesha; J. H. Waggoner, Eau Claire *Leader,* Eau Claire; F. E. Noyes, Marinette *Eagle,* Marinette; Adolph Canrian, La Crosse *Nord Stern,* La Crosse.

Washington State Press.—Will A. Steel, Ex. Com., Cordova *Daily Alaskan,* Seattle; Orno Strong, *West Coast Trade,* Tacoma; J. A. Swett, *Islander,* Langley; Thomas Hooker, *Daily Chronicle,* Spokane; Olive I. Fortier, *Courier,* Sedro-Woolley; E. E. Beard, *Daily Columbian,* Vancouver; J. B. Best, *Daily Herald,* Everett; A. A. Smith, *Tribune-Times,* Port Angeles; Ben Spear, *Press,* Waterville.

Kentucky Press Association.—R. R. Perry and Miss Goldie Perry, of Winchester; Hon. Leslie C. Littrell, Owensboro; Urey Woodson, Owensboro; John S. Lawrence, Cadiz; B. B. Cozine, Shelbyville; Paul M. Moore, Earlington; Harry A. Sommers, Elizabethtown; William Remington, Paris; Desha Breckinridge, Lexington, M. I. Conley, Louisa, Ky.

A WORD FROM THE TREASURER

Office of the Treasurer, 551 Colman Building,

SEATTLE, WASH., January 12, 1910.

To Members of the Executive Committee, N. E. A.,

DEAR SIRS—Just a few lines, in addition to the circular letters of Secretary Parrott, in the hope that members of the Executive Committee may be induced to put forth every possible effort toward a large delegation from the respective Associations to the forthcoming New Orleans Convention. The twenty-fifth anniversary can be made the crowning event in the history of the organization, if all the officers and committeemen will bend their energies to that end.

A splendid program has been arranged, and it is now important that a creditable attendance be secured. Time is short and prompt action should be taken. If the regularly elected delegates cannot attend, secure others from your membership who will go. The per capitta tax of $6.25 for each delegate or lady who desires to attend the convention, should be collected and forwarded immediately to the undersigned. I shall start for New Orleans February 1st, and those who have not made payment, upon their arrival at New Orleans will find me at the Hotel Grunwald.

With the hope that every Committeeman will do his part toward securing the full quota of delegates to which his Association is entitled, and expecting to greet you soon in the Sunny South, I remain,

Yours fraternally,

WILL A. STEEL, Treas. N. E. A.

COURSES IN JOURNALISM

NEWSPAPER MEN LECTURE ON PHASES OF THEIR WORK BEFORE NEW YORK UNIVERSITY STUDENTS.

The course in "The Art of Newspaper Making," which was one of seven or eight courses offered the past academic year to students enrolled in the Department of Journalism of New York University, has received the cordial co-operation of active newspaper men in New York City, who have united with the University faculty in making this department of the institution as practical as possible. This particular course closed in January; its place will be taken during the

second term beginning in February by a somewhat similar treatment of magazines and trade journals.

Among the active newspaper men who gave lectures during the first term and the subjects of their talks are the following:

"The Financial Editor," by Albert W. Atwood, Financial Editor of the New York *Press.*

"The City Reporter," by Frank J. Warne, Director of the Department of Journalism.

"The Dramatic Editor," by Asa Steele, Dramatic Editor of the New York *Times.*

"The Court Reporter," by W. W. Craig of the New York *Evening Sun.*

"The Washington Correspondent," by Charles A. Conant, formerly of the Springfield *Republican* and the New York *Journal of Commerce.*

"The Staff Correspondent," by Frank J. Warne, formerly of the Philadelphia *Public Ledger.*

"The Marine Reporter," by R. L. Southworth of the New York *World.*

"The Business Manager," by H. F. Gunnison of the Brooklyn *Eagle.*

In the course on magazines and trade journalism, which is announced for the second term, subjects will be selected somewhat along the above line, but applying particularly to this field of journalism. Editors and managers of magazines and other publications will give special lectures along the lines with which they are most familiar.

Next year four new courses are to be given in the Department, those inaugurated this year having so far met with success. These new courses incude one each on "Current Topics," "Newspaper Practice," "The History of the Newspaper," and "Newspaper Law."

COMMITTEES OF BEN FRANKLIN CLUB OF CHICAGO.

The personnel of the Standing Committees of the Ben Franklin Club of Chicago, as appointed by President William J. Hartman and approved by the board of directors, is as follows:

Legislative Committee—Thomas E. Donnelley, Edwin W. Beedle, John J. Miller, James L. Regan, John W. Hastie.

Banks and Banking—William F. Whitman, Thomas M. Ball, Winfield P. Dunn, Thomas H. Faulkner, Charles O. Wright.

Press and Publicity—Albert H. McQuilkin, Frank H. Hall, William C. Hollister, Benjamin B. Herbert, Charles E. Wells.

Membership—Edwin W. Kirchner, John W. Donohue, Charles F. Ansell, Alfred J. Weinsheimer, Herbert Johnson.

Insurance—Henry M. Loth, John A. Morgan, John I. Oswald, Morton S. Brookes, Otto A. Koss.

Trade Relations—Harry L. Ruggles, Willis J. Wells, James H. Rook, Earle R. Grant, William F. Bazner.

Estimating School—Daniel Boyle, Prosper D. Fenn, David W. Matthews, Frank M. Preucil, H. P. Bogle.

Costs—Otto A. Koss, Frederick A. Poole, Joseph A. Singler, James H. Jones, Morton S. Brookes.

Advertising—George Seton Thompson, Harold M. Van Hoosen, Charles G. Low, Jay P. Black, Charles J. Keller.

Credits—Julius C. Kirchner, Acors W. Rathbun, John M. Ryan.

John J. Miller is vice-president of the club; Walter C. Kelley, secretary; Julius C. Kirchner, treasurer. The board of directors is composed of James L. Regan, William C. Hollister, Thomas E. Donnelley, Martin H. Kendig, John W. Hastie, George Seton Thompson, Otto A. Koss, Edwin F. Breyer, John A. Morgan.

Pennsylvania Editors Meet

PENNSYLVANIA State Editorial Association held its annual session on January 18th in Harrisburg. Sessions at which important papers were read and discussed were held morning and afternoon, and the gathering ended with a banquet at the Board of Trade at night.

The feature of the morning session of the newspaper publishers was a paper on "Foreign Adverising" by E. G. Smith, of the *Times-Leader,* Wilkes-Barre. He advocated the organization of publishers to meet the organization of agencies, the guaranteeing of accounts by the advertiser as well as by the agency, and a clearing house by which members could be informed of unfair, financially weak or unbusinesslike agencies.

To effect reforms, Mr. Smith suggested two resolutions, one that publishers write to the secretary of the association reporting complaints against agencies, and another, to be addressed to all advertisers, expressing the newspapers' wish to deal directly with them instead of with the agencies.

This suggestion was referred to the committee on resolutions, consisting of J. H. Carson, of the Beaver Falls *Review;* A. L. Etter, Middletown *Journal,* and G. W. Wagenseller, of the Middleburg *Post.*

The arrangements for the annual meeting and tour of the National Editorial Association were announced by A. Nevin Pomeroy, its president. Pennsylvania delegates will leave Harrisburg in a body by special cars on February 6, to connect with the National Association train from Chicago to New Orleans at Memphis. After the annual meeting in New Orleans a side trip to Panama and Cuba will be taken.

Mr. Pomeroy thanked the Pennsylvania Association for its efforts to secure his election as president of the National Association.

"A year ago," he said, "the association recommended me as president of the National Association, and I feel that my election at Seattle was due to the fact that the organization desired to recognize Pennsylvania. This State always has sent large delegations to the national gatherings, and has had one other president—Colonel Thomas, of Mechanicsburg—and is one of the two or three States honored with a second president."

"The Business Affairs of a Newspaper Office" was the subject of a talk in the afternoon by J. H. Zerbey, of the Pottsville *Republican.* There was a discussion, too, of "Circulation" by O. W. Smith, of Bedford; George W. Wagenseller, of Middleburg, and W. H. Hodgson, of West Chester

The insurance committee includes Fred Newell, *Sentinel,* Canton; J. H. Zerbey, *Republican,* Pottsville; J. H. Craig, *Gazette,* Altoona; P. Gray Meek, *Watchman,* Bellefonte; J. O. Nissley, *Press,* Middletown.

This committee is to gather data and consider the advisability of organizing an insurance department to pay particular attention to the insurance of newspaper offices, owing to the unjust discrimination practiced by insurance companies which consider newspaper offices extra hazardous risks and in consequence demand an excessively high premium for the insurance of newspaper offices.

LOWER SECOND-CLASS RATES.

Another question of importance considered was that of lower rates for second-class matter. It has long been understood by newspaper publishers that because of a deficit, the postal authorities propose to raise the rates. The state association intends to fight this and ask for a continuance of the low rates which enable the farmer and country residents to get a cheap paper. If the rates are raised it would be necessary to increase the price of the papers and the circulation would suffer.

This question came before the state body in a resolution urging the state and national bodies to put forth every effort to prevent any increase in second-class rates.

These officers were elected: President, W. C. Dershuck, Hazelton; First Vice-President, O. D. Schock, Hamburg; Second Vice-President, Crombie Allen, Greensburg; Third Vice-President, Geo. W. Wogenseller, Middleburg; Secretary-Treasurer, R. P. Habgood, Bradford; Assistant Secretary, Miss Anna McCraw, Bradford; Executive Committee, R. H. Thomas, Mechanicsburg; Fred Newall, Canton; J. H. Zerbey, Pottsville; W. P. Hastings, Milton, and E. G. Smith, of Wilkes-Barre.

In the evening a banquet was held in the Board of Trade, the special guest of honor being Hon. A. Nevin Pomeroy, President of the National Editorial Association. Other invited guests included, Hon. John Cox, Speaker of the House of Representatives, and Senators Kline, of Pittsburg, and Baldwin, of Austin. Letters of regret were received from all the officers of the N. E. A., among which was a poem by the Poet Laureate, of Florida, W. E. Pabor, which was very complimentary to President Pomeroy.

Resolutions Protesting Against Increase in Second-Class Postal Rates

At a mass meeting representing the printers, publishers, and allied interests called to take action in regard to the proposed increase in second-class rates held on Thursday, January 20, 1910, at Chicago, the following resolutions were unanimously adopted, and ordered submitted to you as our emphatic protest against a proposition so detrimental to the interests of the people.

Whereas, An advance in rates would cause incalculable injury to every branch of the publishing and printing trades of the country, and would throw thousands of employes out of employment in the various branches of this industry, representing newspapers, trade journals, publishers, printers, typefounders, paper makers, engravers, ink manufacturers, press builders, machinery manufacturers, etc. having annually an output of $100,000,000 in Chicago alone, enter their emphatic denial that said interests cause any deficit whatever to the revenues of the Government, therefore be it

Resolved, By the united actions of the allied interests of the entire publishing and printing trades of Chicago, that we hereby register an emphatic protest against any movement or declaration coming from any source, which may have for its purpose any advance in second-class postal rates, the effect of which would be to seriously cripple the industry everywhere and greatly hamper every industrial development fostered through the instrumentality of publishing and printing.

Resolved, That request be made for suspension of all action in order to give opportunity to submit an argument.

Resolved, That a copy of these resolutions be transmitted to the President of the United States, the Postmaster-General, and to members of both Houses of Congress, as expressing the views of the many trades concerned in maintaining present just rates on second-class mail matter.

Resolved, That a copy of these resolutions be also sent broadcast to the press of the country and the aid of the same be asked in behalf of our many and varied interests.

Respectfully submitted,

W. J. Hartman, *Chairman.*

Attest: W. C. Kelley, Secretary.

The Elgin, Illinois, Press Club gave a theater party to Chicago the other evening to see the "Fourth Estate," the newspaper play now running at the Grand Opera House. The party included members of the club and their friends.

Obituary

Eliza W. Bowman died in Leon, Iowa, January 14th, at the home of her nephew, Dr. Fred A. Bowman. Miss Bowman, who had been connected with the Illinois Woman's Press Association over twenty years and with various charities in this city for nearly forty years, has left a large circle of friends to mourn her loss. She was an active member of the Illinois Woman's Press Association and was its representative in the N. E. A. one year, and had been the head of its committee for the distribution of literature, for about fifteen years. She was born in Virginia eighty-one years ago, her family removing to Indiana when she was but five years old. She entered upon her long career of charitable work at the age of sixteen, becoming a teacher in an institution for the deaf and blind, in Indianapolis, Ind., where she worked four years. She was one of the founders of the Chicago Home for the Friendless, becoming assistant superintendant and editor of its paper, *The Home Visitor.*. Here she passed sixteen useful years and was given a room in the institution and a home for life, therein, under the will of Mr. Burr, who left a large sum for the endowment of that institution. Despite her advanced years, she did not claim this privilege but preferred to work until the end. She was for about fourteen years at the head of the Newsboys Home, 1418 Wabash Avenue, and edited its apper. *The Newsboys' Appeal.* Here her work was of incalculable benefit to the myriad of homeless youths who found shelter within its walls, and a kind and faithful friend in Miss Bowman. Many of them were aided by her to find positions which they filled with satisfaction, becoming useful men. Her mourners among these persons are many. She retired from this place about fifteen years ago, suffering from poisoning from illuminating gas, which seeped through the walls of her room from a broken service pipe. She was paralyzed for several years, and was cared for at the Hahnemann Hospital. Undaunted by this disability, as soon as she had partially recovered, she resumed her work for humanity, joining with Brigadier Fielding and her old friend and co-worker, Mrs. Sarah Smale, in the establishment of the Christian Home for Young Women, now at 1317 Washington Boulevard. Here she worked for about seven years, reluctantly giving up the work last October to spend her last days with the devoted relatives at Leon, Iowa. Miss Bowman came of a wealthy family, and was awarded a salary for her labor in the various institutions, but she did not care for money and was glad to have none when she gave up her life-work. She was one of the old-time leaders in philanthropic work and often attended national and other conventions of Charities and Correction, in which she took a great interest. She had traveled abroad for a year with Judge and Mrs. Bradwell and was a highly cultured woman in the best sense of the word. In her work at the head of the distribution of perused literature, of the Woman's Press Association, she provided text-books for a number of young students who would otherwise have been unable to continue their studies, and she had made it a practice to distribute magazines and books weekly, for many years, among the poorer residents of the West Side. Her benefactions were quietly performed, and few knew of their extent. The funeral was held at Leon.

"THE BEST OF ALL."

Pawnee City, Neb., December 11, 1909.

Gentlemen:—Enclosed find check for $2.00 in payment of my subscription dues to the National Printer-Journalist—the best trade journal of them all for the country newspaper publisher. Yours truly,

A. E. Ovenden, Proprietor The Chief Printing House, "The Home of Good Printing."

"THE FARM PAPER."

E. W. Rankin of Topeka, advertising manager of the *Farmers Mail and Breeze,* delivered an address before the Department of Journalism of Kansas State University, January 12th, on "The Farm Paper." He discussed the place of the agricultural paper in journalism, and told how it is produced, how advertising and circulation are secured and how the farm paper is edited. In the course of his address he said:

"Of the five or six existing great classes of papers and magazines, the agricultural press hold third place unquestionably in commercial importance, and certainly no other class of publications is making more rapid advance.

"There are over 400 agricultural papers in the United States. They are, roughly speaking, divided into two classes, the monthly farm papers with large circulations covering a large portion of the country, even the entire country, and the weekly farm papers with smaller circulation, covering a smaller territory, sometimes being confined to one state, but on account of frequency of issue, of equal importance with the monthly farm papers. The *Farm Journal* of Philadelphia is typical of the monthly of large, general circulation. Its circulation is 700,000 and its advertising rate $4 per agate line, or $56 per inch. In spite of this high rate, the pressure upon its advertising columns during the first months of the year is such that orders for advertising must be received three months in advance. And the "quality" of its circulation is evidenced by the fact that *Farm Journal* gets a considerably higher rate, in proportion to its circulation, than does the *Saturday Evening Post* or *Ladies' Home Journal.* The latter magazine has a circulation of approximately 1,300,000 and a rate of $7 per line or $91 per inch. The advertising rate of *Saturday Evening Post* is $5 per line, or $70 per inch, based on a circulation of 1,250,000. In your own state at Topeka is published a big farm monthly, the *Missouri Valley Farmer,* with a circulation, general in character, of 325,000, and an advertising rate of $1.50 per line or $21 per inch. This paper carries in its one issue per month advertising running into more money than the 30 issues of many dailies published in large cities and having a national reputation.

"Typical of the weekly farm papers covering a smaller field, and different also in editorial character from the big monthlies, is *Wallace's Farmer* of Des Moines, with a circulation of less than 60,000, and yet a paper of very great influence in Iowa and adjoining states. *Wallace's Farmer,* in spite of its comparatively small circulation, is exceedingly profitable. *Farmers Mail and Breeze* of Topeka is another weekly covering a local field, aKnsas and Oklahoma, with a circulation of over 100,000. This paper has the distinction of carrying on the average a larger volume of advertising than any other farm paper in the country.

"Farm papers have one decided advantage over daily papers from a business point of view. Any legitimate increase in circulation is valuable because the advertising rate can be correspondingly advanced. When *Farm Journal* reaches a circulation of one million, it will have no difficulty in getting $6 or $7 per line for its advertising space. This is not true of a daily. The circulation it can carry profitably depends upon the size of the city in which it is published.

"The general advertisers of the country appreciate more every year the value of farm paper circulation. During 1909 more than one of the great automobile manufacturers secured inquiries from farm papers at a lower cost than from the great illustrated magazines. One Kansas farm paper, *Farmers Mail and Breeze,* carried last year eighteen automobile accounts."

Mr. Rankin claimed that no other branch of journalism offers a better opportunity to educated young men at the present time than agricultural journalism in the advertising, editorial and circulation departments. The demand is greater than the supply. Secretary Coburn was quoted as saying that he could place twenty-five bright young men with farm papers as associate editors, if he knew where to find them. Farm paper advertising managers receive salaries up to $15,000.

PROFITABLENESS IN NEWSPAPER COMBINATIONS.

It may be true that one cannot have too much of a good thing, if the good thing can be used and not abused, maintained with profit and without demoralization. We will all admit that newspapers are good things for a city, but here is the same kind of an if, that is, if they can be properly maintained with profit and without demoralization. There are cases where there are too many newspapers in a field and there are fields where the papers, their publishers and the community would be benefited by consolidation. The publishers of the two excellent papers in Portland, the *Express* and the *Advertiser,* in no depreciation of their value, but believing that there might be better accomplishment, a better and more profitable one than two, combined in December, and the following reasons therefor, given in the combined paper at the time, are proving true and are worthy of consideration by other publishers in like situations:

Union for Progress.

We announce herein the union of the *Express* and *Advertiser,* and present the two papers in a common form, under a title preserving names both widely and favorably known. This union is the result of conditions stated by the *Advertiser* Saturday evening, and will, we are confident, be deemed wise by all familiar with the facts that compelled it. Within a few years past, large sums, aggregating too many thousands to be measured by less than three figures, have been wasted in several attempts to maintain more than one evening paper in this city. And more than the sum thus lost was expended in establishing the *Express.* We are equally confident that the union will prove beneficial to the patrons of both papers, to whom we extend the assurance that no effort will be spared to serve the best interests of this vicinage—the greater Portland—and of its citizens generally. To be of service to a city so justly famed as is Portland, to such honorable and enterprising merchants as are here, and to such a people, averaging so high in all that makes good citizenship as it does, will measure to its full extent the highest ambition of the *Portland Evening Express* and *Daily Advertiser,* under which combined title both papers, two in one, will hereafter appear.—*Evening Express Publishing Company.*

CELEBRATED CRITIC CONGRATULATORY.

CHICAGO, January 7, 1910.

Mr. B. B. Herbert, West Ravenswood Park, Chicago, Ill.

DEAR SIR:—I want to congratulate you on the fine appearance of the cover on your January issue. I think this is the most handsome cover you have ever had on the PRINTER-JOURNALIST, and I am glad to note that you expect to have a series by the same artist.

Yours very truly, O. F. BYXBEE.

[Mr. Byxbee is known the world over as one of the most competent advertising-critics and judges of good printing. He is the president and treasurer of the Byxbee Publishing Company, publisher of the *Inland Storekeeper.*—ED.]

Arthur Gleason, formerly of the New York *Tribune,* now of the editorial staff of *Colliers' Weekly,* gave the first of the series of lectures by editors in active service to the students in the course in journalism at the University of Wisconsin, his subject being "How to Get the News." The speaker explained the methods of metropolitan journalism, and the qualifications necessary for success in the cub reporter.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Numbering, Dating, Perforating and Scoring Machines, particularly the Bates kind, are given faithful and complete description in a booklet just issued by the Bates Machine Company of New York, Brooklyn and other cities. The printer who believes in the aphorism, "a man progresses just so long as he is willing to learn" had better send for this booklet, even though he may be supplied with enough numbering machines for his present use. The Bates Company evidently have the best reason for belief in their machines, else they could not well afford to issue this guarantee:—"Try our machines thoroughly in your own establishment and if you are not perfectly satisfied with your purchase, money will be refunded on application." Rather strong, isn't it? But if you want an abundance of convincing evidence, write to the Bates Machine Company, 696-710 Jamaica Avenue, Brooklyn, New York City.

* * *

A representative of the National Printer-Journalist recently had the privilege of enjoying a "personally conducted excursion" through the large Chandler and Price factory at Cleveland, Ohio, where a complete Gordon press is finished every forty minutes.

After seeing tons upon tons of castings in the crude, unfinished condition, he was shown the different gradations by which the unpromising pieces of iron and steel were finally wrought into perfectly adjusted parts. The mechanics are all experts in their individual employments and take a personal pride in their work. The result is the production of machinery which works with watch-like perfection.

The testing department is one of the most interesting in the entire plant. Here every press and paper cutter is subjected to thorough examination by men who are skilled in detecting the least flaw or irregularity in the machines submitted to their inspection.

One of the latest products of the factory is a power cutter especially suited to the smaller-sized printing offices. The cutter runs with the least noise imaginable and without wear upon certain parts which otherwise would tend to shorten the life of the machine. The "wear" is distributed evenly throughout the machine. One of the most important devices on this cutter is a safety attachment which makes it impossible for the knife to start without the voluntary act of the operator. Readers of this magazine would do well to get acquainted with the fine points of this new cutter.

* * *

The attention of the readers of the National Printer-Journalist is especially directed to the announcement of the "No More Cut Rollers Company," appearing elsewhere in this issue.

The Ink-Dividing Band, which they advertise, is simply a suitably formed piece of high grade steel with a perfect spring temper. It requires no particular care at any time; automatically adjusts itself to fit any roller of the same nominal diameter, and automatically retains itself in position when in use. Ink-Dividing Bands are on all-fours with cut rollers except in the saving effected by the former, and in the manner of their appliance. The bands are sold on approval.

Ink-Dividing Bands were put upon the market in June, 1908, and immediate and large sales plainly showed how eagerly the craft welcomed the advent of an invention that obviated the necessity of cutting rollers. The manufacturers, however, were not perfectly satisfied with them; and, as a well known mechanician and inventor, who is also a printer and connected with this Company, assured them that the bands could be simplified and otherwise greatly improved, the bands were withdrawn from sale, but the result was entirely satisfactory and ample compensation for the delay. Mr. Charles H. Davids, M. E. is the President and general manager of the company.

* * *

INCREASING PROFITABILITY OF PRINTING.

The hope of the printers for better prices will be realized gradually but positively by the public becoming better educated in typographical matters. Every printer knows that when he secures a customer who is a lover of really good printing and an appreciator of the superior value of really good printing, he has no trouble in getting fair prices. Such a typographically-educated customer cheerfully pays for the superior skill, brain-work and art expression of his printer. This class of customer, we are glad to say, is increasing in numbers.

The effective and progressive printers are educating the public to the appreciation of what quality in printing really consists of. It is not paper, ink, and binding, but it is stylishness, expression of fine art. It is intellectual in conception and its effect is on the mind, and depends chiefly upon the art quality of the type used.

The reform in typography, which has opened our eyes to the worthlessness of commercial printing prior to 1895, has been brought about by the labor of the art department of the American Type Founders Company, the first and still the only department of its scope in the type-making industry. Hitherto type designs were more or less accidental, drifting to the typefounder from sources in no wise related to his business.

This great art department, from which the type designs have proceeded which have elevated the standard of typography throughout the world, proceeds scientifically to evolve its designs. Each letter is studied by itself and with relation to all other letters, and color harmony is patiently effected in all sizes. A sound, useful, effective basic design having been produced and perfected, this is developed into a type family, conforming in characteristics, but varied in color, contracted or extended or italicized, until in that noble type family, the Cheltenham, fourteen branches of the family are in popular use.

The work of this great art department in producing a constant stream of new type faces has wonderfully stimulated the demand for printing. The twentieth century printer perceives that the greatest leverage he possesses with which to raise his business into increased profitableness is the new and good type face. There can be no freshness without variety. There must be decline where monotony of types prevails.

The types of the American Type Founders Company are better value because they are better in design; because the designs are scientifically evolved by studious experts, and because these designs appeal to the public that is educating itself to a proper appreciation of what quality in printing really is. The great type company is undoubtedly increasing its business amazingly by producing its succession of successful type families, but that increase conclusively proves that this policy is most helpful to the printers who avail themselves of its results. The interests of the progressive type founder and progressive printer are in this respect identical.

HOE PRESS COMPANY REORGANIZED.

The great firm of R. Hoe & Company has been reorganized on a basis which shall insure the perpetuity of the business in the possession of the descendants of the late Robert Hoe, the third of that name to engage in the manufacture of printing presses. Robert Hoe, fourth, and Arthur I. Hoe, the surviving sons, have been trained from the ground up in the business of the house.

The capitalization of the new corporation of Robert Hoe & Co., will be $5,875,000, of which $3,250,000 is preferred stock and $2,625,000 common stock.

In the application for reorganization it was stated that the old firm of Robert Hoe & Co. expired on December 31st, 1909, and that but for the family agreement the firm would have been liquidated and the good will and the advantages attaching to a "going concern" would have been lost. Various members of the Hoe family submitted affidavits in support of the application.

Mrs. Olivia P. Hoe, widow of the late Robert Hoe, stated that she lives at 161 Madison Avenue and is over 72 years of age. She is the mother of Olivia Slade, Laura Carter, Ruth Hoe Sterling, Arthur I. Hoe, and Robert Hoe, and the grandmother of Thyrsa Benson and the three Evans children.

The late Robert Hoe owned nineteen-twenty-firsts of the stock of the old corporation, and Charles W. Carpenter owned the remainder. At their father's death, to prevent liquidation of the business, Arthur I. Hoe and Robert Hoe, 4th, bought out Carpenter's interest for $350,000. They are thus entitled to this proportion as well as their own shares each of one-seventh.

Arthur I. Hoe is a graduate of Harvard University, and is thirty years old. At his graduation in 1904 he entered the business of his father, and for the first three months took instructions from a clerk. Then he was put in charge of the work of setting up the presses, for which he had been fitted by his technical course at Harvard. He next entered the purchasing department and undertook later the reorganization of the pattern department, which, he says, he found in a much confused condition. After six months he was able to dispense with the services of thirty-five of the seventy patternmakers employed. In the last year or two he has been preparing the catalogues for the trade.

Robert Hoe, 4th, who is thirty-four years old, and married, made affidavit that he spent two years previous to 1899 at Harvard and then entered the employ of his father. He began work on the books in the manufacturing department of the establishment, and then made a tour of the shops, acting as foreman in one department after another. In 1903 his father placed him in charge of the circular saw department, where he has been since.

* * *

The Chinese Government Printing Bureau has placed an order with R. Hoe & Company for a complete plant of the most modern improved machinery for printing stamps.

* * *

The Wood & Nathan Company of New York City is waging a most vigorous campaign for acquainting the trade with the truth about the Unitype and the facts regarding costs. Certainly no recent effort in the publicity line has caused so much attention as their pamphlet, "The Matter with the Printing Business." It is a masterly analysis of conditions, and displays a knowledge only possible to one of experience and careful training. The point is made that "the matter of the printing business lies wholly in the way it is worked: it is not conducted upon modern manufacturing lines, and is therefore deprived of modern manufacturing profits."

It is declared with an admirable cogency of reasoning that a new condition has crept into the printing trade and in making the exposé, Messrs. Wood and Nathan apprehend that its existence will be met with widespread incredulity.

As for lucidity of statement and attractiveness of style the article is incomparable. Dry, usually — uninviting facts, are put in a pleasing, attention-holding and convincing manner with an easily expected result as announced by the Wood and Nathan Company:—"The overwhelming response that has already reached us by way of business, congratulations and inquiries is the best possible testimony as to the value of the service it has rendered the trade."

* * *

The Kavmor High-Speed Automatic Platen Press is a most remarkable production in the line of skilled machinery construction. As an example of its versatility and remarkable speed,—a box about 8x3x1 inches can be produced, with printing on all sides at the rate of 4,000 an hour, or if run "two-on" 8,000 an hour. Color work of the most particular and difficult kind can be fed printed and delivered on this wonderful press at the rate of 5,000 impressions an hour.

The Kavmor press uses flat type forms or ordinary flat electros. Short runs are easily handled. The manufacturers guarantee the press to produce 25 per cent more work than any other automatic flat-bed press in the world. The offices and display rooms of the Kavmor Company are in the New York Life Building, 346 Broadway, New York.

* * *

THE COPPERPLATE GOTHIC FAMILY.

The use of American Type is not confined to this country alone, for it finds its way to all parts of the world, and wherever used printers have found that it stands always for the very best in design. The American Type Founders Company has achieved a most enviable reputation for thoroughness in every detail of type making.

From the first the American Type Founders Company appreciated the value of originality in a type design. Later they have gone further and developed the design into family groups — each member adhering faithfully to the family characteristics, while at the same time possessing individual traits.

LIGHT COPPERPLATE GOTHIC
HEAVY COPPERPLATE GOTHIC
COPPERPLATE GOTHIC ITALIC
COPPERPLATE GOTHIC BOLD
LIGHT COPPERPLATE GOTHIC CONDENSED
HEAVY COPPERPLATE GOTHIC CONDENSED
LIGHT COPPERPLATE GOTHIC EXTENDED
HEAVY COPPERPLATE GOTHIC EXTENDED

The Copperplate Gothic Family is the latest illustration of the type family idea, and as usual the American has absolutely cleaned up the situation, leaving nothing more which might be suggested. In the above illustration we show specimens of each different face in the 6 Point size.

Eight complete series, and each possessing the same distinctive qualities of the Copperplate Gothics as used by steel and copperplate engravers. In each of these eight faces there are four sizes on 6 Point body, four sizes on 12 Point, and two each on 18 and 24 Point bodies.

The Copperplate Gothic Light Extended is the latest member of the family and specimens of this are shown on page 78 of this issue.

A most sumptuous showing of this magnificent Copperplate Gothic Family has just been mailed by the American Type Founders Company to their complete mail list which is supposed to include every printing office in the country. This specimen is in reality a text-book, in showing practical exam-

ples of every-day printing to illustrate the use of this type family for letterheads, cards, announcements, and other forms of commercial printing. If not already received, it will pay every printer to write the foundry for a copy of this specimen.

* * *

HIGHEST ARTISTIC PRODUCTION.

"Snow Flake" is the title of a charmingly artistic booklet issued by the J. W. Butler Paper Co., Chicago. A copy of the latest number is before us and is, in itself, a masterful illustration of the wonderful possibilities of beautiful production by typography with right kind of paper, type, illustrations, composition, inks and press work. It possesses a charm that cannot be described and is only imperfectly indicated by saying that it has all the enchanting fascination of highest and most perfect art. We have shown our appreciation of this high grade of best enameled paper, "Snow Flake" by its use, for several years past, in the NATIONAL PRINTER-JOURNALIST. We give herewith a reproduction of the first page of the pamphlet that will convey

some idea of the taste shown in this educative specimen of printing production, but an examination of the pages, illustrated with finest halftones and designs in most delicate tints, is necessary to a right appreciation.

The following letter that accompanied this copy of "Snow Flake," contains some hints as to the work and suggestions of general value to all printers who have the right views as to the art preservative and the true enthusiasm and desire to improve:

JANUARY 17, 1910.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Pride and economy you exercise in purchasing as in most everything you do. You take pride in your personal appearance, knowing that you are judged by it. You practice economy because it is the sensible thing to do. True economy in purchasing means the selection of the right thing at the least cost. Modern "bargain hunters" are usually not economists—their first thought is price, quality is secondary.

If you take pride in your illustrative printing, and want a suitable paper at a moderate cost, investigate Snowflake—"The Perfect Printing Paper"—it is a success and not an experiment.

We have addressed to you a pictoral "SNOWFLAKE" Souvenir. Examine it critically; observe its beauty and effectiveness, the result of fine printing on good dependable paper. If this test is convincing and arouses your interest, give Snowflake a trial,—you will not be disappointed.

If, like others, you have paper problems that worry, we can help you solve them. For sixty-six years we have made a study of paper, and our experience is at your service. Consult with us.

Very truly yours,

J. W. BUTLER PAPER COMPANY,

E. A. Julius.

* * *

By means of forcible, logical and repeated declarations, the Globe Engraving & Electrotype Company, of Chicago, has succeeded in persuading customers ordering halftones and electrotypes for large runs that it is not necessary to print from original halftones. Their method for producing electrotypes from the original halftones and the great success in the working of this method, is really an entirely "new wrinkle" in printing from electrotypes. It is now possible to get as good results in printing from an electrotype under the Globe process as it was formerly to print from the original halftone, and the same quality can be carried still farther to the third or fourth electro without visibly impairing the impression. According to the announcement in their advertisement, the particular appliance that makes this quality of work possible was evolved by the Globe Engraving & Electrotype Company and there is not another like it in the world.

* * *

The Keystone Type Foundry have sprung another surprise on the printing trade and have furnished evidence that there are one or two things that have not been "brought out" (as our English cousins would say) by other type founders.

In producing the "Keystone Book of Accents" this progressive foundry has placed a cap stone in the arch of conveniences for the printer and the man who doesn't appreciate their service to the trade needs spanking.

The Book of Accents is a catalogue of some eighty-six pages and presents a carefully tabulated display of the accents made by the Keystone Type Foundry. The pages run in the order of the type bodies, from 5 to 120 point. All of the accents for each of the languages are grouped at the top of the respective columns. The following languages are embraced in this compilation:—Bohemian, Danish, Norwegian, Dutch, French, German, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, and Tagalo, which probably includes about all the tongues spoken in this country of ours.

The type faces are in alphabetical order in the first column to the left of each page and the accents made for the different faces are carried out in the respective columns.

Any printer who has tried to figure on a job of printing in a foreign language must recall the harrowing experience with little pleasure in the recollection. He probaby first waded through the copy and carefully noted each accent and possibly was subjected to the torture of waiting for "sorts" with the knowledge that changes and additions would probably compel the ordering of addi-

tional accents. If the reader has never had this experience the hope is hereby extended that he never may, for it is really worse than what Sherman said war was. Even after the order had been placed the chances were that the type founder was uncertain as to what accent matrices he had for certain sizes and faces and with his usual urbanity said, "Make up your list of accents and we will let you know what we have of them."

But the Accent Book is to change the old conditions. The printer can now turn to the 10 point faces, for instance, glance under the heading of the language in which the job is to be set and see just what accents will be necessary for his requirements. A job font of accents weighs approximately ten per cent of the weight of a job font of type of the same body and contains an equal number of each accent made for the face ordered. The price is 10 per cent of that of the job font if ordered at the same time.

The effort of compiling a book of this character borders on the heroic, and only a man or company with a high sense of duty and appreciation of need would undertake so monumental a task.

* * *

MISPLACED CONFIDENCE.

Among our "Want Ads" this month will be found a "Publisher's Opportunity" notice that has a history back of it worthy of note. A young man started in 1898 a local paper at Webster Groves, a flourishing suburb of St. Louis. "He published a good paper, clean, well edited, tastefully printed, and it slowly made headway. His tireless industry and energy, unfaltering courage and pleasing address made him friends and won the confidence of the business." He had all along labored under a burden of debt and last spring, at his earnest solicitation, a number of public-spirited gentlemen came to his aid and put money into a company for the purpose of having a good local paper and later another near-by local paper and printing office were bought for the purpose of consolidation. The outcome proved that the aided gentleman, though a good printer and hustler, "was a poor business man with methods as unsystematic as a game of tag and no bookkeeper," and in the end the model printer and hustler commenced absenting himself from his office, and finally disappeared, having sold out in his own name the job plant that had been purchased and left innumerable debts and a cash book with many leaves cut out so that it was difficult or impossible to ascertain how much he had realized from taking advantage of the confidence of his friends. The lessons are that some men cannot be trusted with other people's money or bear prosperity and another one, not so old, but quite frequently demonstrated, that aided newspaper publishers are frequently unreliable, needing watching and careful supervision. The newspaper man who builds up, through self-denial and hard work, relying on himself is pretty apt to become a permanent, respected, useful citizen, and make his paper a blessing to himself and to his community. What he earns he holds and puts into his business, and never has enough to draw therefrom, at any one time, to give him any temptation to leave his work. It is always to be remarked that Providence has so ordered that, as a rule, the successful artizen or editor is very seldom a good financier. This is a principle fixed in nature for the proper division of labor. Some men, too, are honest with everything except money in their hands, but when they get money, they forget that it is not their own. We once knew a splendid bookkeeper who could command a high salary and who did not himself realize his own weakness, until he was made cashier and had the money to handle, and then he went wrong and after matters had been straightened, having learned a very sad lesson, he expressed, with the deepest feeling, the desire that he might never be called upon to touch another dollar in his life. He could keep the books honest and correct and do the work of two men in that line, but he could not keep money either for himself or for others. However, the field is open at Webster Groves, Mo., for the right kind of an all-around newspaper man to rent or to purchase and conduct a profitable home newspaper and printing office The paper is kept up and is popular.

* * *

The Ault & Wiborg Company have recently issued a very attractive booklet with the title, "To Offset or Not to Offset." The fifteen pages are enclosed with a deckled linen-finish cover and bound at the top by means of a gold cord. The text is racily written and is of that distinctively new style of composition, the users of which being sensible of the fact that the readers' inclination and attitude of mind must be taken into consideration. Many excellently designed products of the press fail because of the labored, tiresome nature of the text.

The "A. & W." have come to the conclusion that the "Offset Press" is here to stay and with their usual enterprise have made provision for the new-comer and are ready to supply inks especially suited to the needs of the offset press.

The booklet is really a clever piece of work and must have accomplished its mission.

* * *

The cover stock used on the January and February numbers of the National Printer-Journalist, was furnished by Henry Lindenmeyr and Sons of New York City, who have the largest line of cover papers in the East. The Lindenmeyr Company, in addition to handling the largest assortment of papers usable in covering booklets, magazines, etc., is one of the largest general paper supply houses in the world and exports and imports annually goods worth many thousands of dollars.

A few minutes' observation, on the part of a visitor, will soon convince him that the organization of clerks, salesmen and officials is one of the most effective in the entire metropolis. Everything is done with care, and intelligence, but quickly and with greatest despatch. A shipment by freight from Lindenmeyr's arrives at its destination in the shortest possible time. The publisher of the National Printer-Journalist makes this statement without qualification or reservation, as a result of actual experience.

* * *

Arthur Capper has sent out an announcement giving details of the very substantial growth in both circulation and advertising patronage made by the Topeka *Daily Capital* during the year 1909.

The average net circulation for the year is 33,242—a daily gain of 5,946, or 21 per cent over 1908.

The total amount of paid advertising carried during the year was 317,732 inches—a gain of 38,207 inches or 13.6 per cent over 1908. The *Capital* carried during the year 107,722 inches of paid advertising in excess of that carried by its only local competitor, its lead amounting to two pages for every day in the year.

The *Capital's* circulation is greater than that of any other daily paper in the United States published in a city the size of Topeka. And it is also unique in the fact that it reaches every postoffice in the state in which it is published a record probably made by no other daily paper in the country.

NEW TYPE FACES.

Not alone printers but others interested in printing have learned to look for the messages from the American Type Founders Company, which have been appearing regularly in our advertising pages. In our judgment one of the most notable of these and the one of most significance to every printer is the talk which will be found on pages 76 and 77 of this issue under the caption of New Type Faces.

The best proof of the value of new faces to the printer is shown in the tremendous growth of the American Type Founders Company, which puts out more new faces than all other type foundries combined.

Men realize that a successful business is the outcome of foresight, ingenuity and scientific business methods, and that wherever you find a great business leading in its field, its success has been achieved by splendid business methods.

Ask any printer what is the basic reason for the great success of the American Type Founders Company, and his answer will be *New Faces.*

Long ago, long before other foundries had foreseen the present development of printing, the American Type Founders Company was bending every effort toward putting out more and more new faces, and they sold them.

Why?

Because the printer found that new faces sold printing.

The printer found that the customer's eye was caught by the new face, and that as printing increased, the most practical way to achieve difference was with new faces which gave the effect of pleasing novelty, without eccentricity.

* * *

ADVANCES IN STEREOTYPING.

The great Westinghouse Company and the F. Wesel Manufacturing Company have combined patents and perfected what is known as pneumatic (compressed air) Electric Stereotyping, the apparatus for which is made and sold only by the F. Wesel Manufacturing Company. The whole important matter is explained in a pamphlet issued by the Wesel Company. Time of making plates is shortened, the hard labor eliminated and cleanliness and comparative coolness substituted for the dirt and superheat of the ordinary stereotyping room.

To enable the newspaper men who have to make flat stereotypes to economize, the F. Wesel Manufacturing Company has just completed a combination flat casting box, metal furnace, and drying table, to cast plate-high or type-high. Add to this a saw table and a pad shaving machine and you have a complete effective stereotyping plant.

It is the well known policy of the Wesel Company to first meet the requirements of the newspapermen, big and little. Those of our readers who have not studied the Wesel catalogues cannot be said to be thoroughly posted. It is the one firm that realizes that printing appliances for the newspaper office must be stronger and made to stand more wear and tear than those suitable only for job rooms.

* * *

Henry Kahrs, of stereotype fame, with offices at 240 East 63rd Street, New York, has recently completed a white-on-black process, or reverse stereotyping, which cannot but prove useful to users of stereotyping outfits. The leaflet in hand certainly is a most effective demonstration of the feasibility of the process. The following will be of interest: "Kahrs' White-on-Black Engraving Process for making cuts and lettered plates from pen drawings has been in use since 1893, and it is only recently that it was made applicable to impressions taken from type in a printing press. In all cases the result obtained is due to the action of the ink when melted stereotype metal is poured upon it."

THE ANNUAL CAPPER ROUND-UP.

At the close of each year Arthur Capper, the Topeka publisher, holds a reunion of all his force. This is attended, not only by the local employes, but also by the managers of the New York, Chicago, Kansas City and Omaha branch offices and by the entire advertising and circulation soliciting force.

On account of the increase in the number of employes it was not practicable this season to give a dinner, in accordance with the past custom. Instead the force itself provided the entertainment and vaudeville show. The Novelty Theatre was secured for the evening of December 30th, and the house was packed by the 550 employes and their families.

The evening's entertainment opened with a typical blackface minstrel show. Every joke and song was local in character. It was said by those who witnessed it to be a screaming success. This was followed by a vaudeville program, also entirely local in significance.

The entertainment was concluded with an after-piece composed by the carriers of the Topeka *Daily Capital* and performed by them, most of these carriers being students in Washburn College. A chorus of 50 voices looked better and sang and danced better than the average light opera company that visits Topeka. There were a few invited guests and it was generally agreed to by them that it was as good an amateur performance as they had ever seen.

The programs distributed were in the shape of a miniature edition of the Topeka *Capital.* Those who escaped the thrusts of the "end men" got theirs in this little paper.

* * *

In last month's issue of the National Printer-Journalist the Mergenthaler Linotype Company presented a handsome and instructive insert for the delectation of the printing and publishing trade, the users of Linotypes in particular. Their job matrix fonts were shown in stained wooden trays, divided into necessary compartments, somewhat in resemblance of a miniature cap case. It was shown that the purchaser had nearly 200 different faces from which to make his selection.

The fonts were composed with the very sensible purpose of providing the job printer with an economical means of setting more display composition "on the machine."

The last page of the insert pointed out that commercial work could be done on the Linotype more profitably than by hand, by the use of the small job fonts of matrixes. We quote: "When a large order is in hand and you want to duplicate your forms, there is no limit to the number you can set, and you will not run out of type in doing it. If you are a Linotype user, why not investigate the commercial work feature? If you are not a user, investigate the Linotype, and you will soon be convinced of its profit-making qualities. It will enable you to realize more on work you are now doing, and in addition will enable you to do a much larger amount of business."

In its advertisement of the Boston Wire Stitcher, printed on another page, the American Type Founders Company has shown a few lines of its Breton Condensed type. This face is offered in all the sizes from 6 to 144 Point, and is particularly desirable as an "announcer" in poster and showcard work, newspaper ads and scareheads, and in many lines of general commercial work. It is one of the most complete series in number of sizes ever designed. The Company will furnish specimens of same upon request to nearest salesroom.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

GENERAL NEWS FOR EVENING PAPERS. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

EDITORIAL CONNECTION WANTED—Skilled and experienced newspaper writer, possessing a vigorous style, logical reasoning power, educated and well-informed, and at present dramatic critic on a metropolitan daily, desires editorial management of any small city paper. Any paper having this or something similar to offer, please write. Address H., National Printer-Journalist, 4816 W. Ravenswood Park, Chicago, Ill.

A PUBLISHER'S OPPORTUNITY — At Webster Groves, Mo., a suburban city of 7,000 high-class residents, ten miles from St. Louis, the citizens, desiring a local paper, subscribed to found one. It was temporarily financially wrecked by trusted manager, but publication continued by Receiver without intermission. Will be released, and leased or sold to the right man, who must have some small capital. Has good advertising and job printing business and the good will of whole community. No local competition. The right man should address, JAS. R. BETTIS, Webster Groves, Mo

PRINTER of 20 years' experience in newspaper work, wants good steady situation. Expert job and ad man. Age 32 years; married; temperate. Salary, $18 per week. Non-union. Can deliver the goods. C. H. Stall, Giltner, Neb.

WANTED—YOUNG LADY COMPOSITOR TO PURchase interest in first-class weekly paper and job office in growing town in Idaho. Doing good business. Town may soon be new county seat. Address "Idaho" care Printer-Journalist.

$4988.22 CASH WAS THE 1909 RETURN

For owner's personal effort on an investment in growing southern daily newspaper property. Well equipped and the leader in the field. Account owner's other interests will be sold for $17,500.00; $8,750 cash, balance deferred to suit purchaser at prevailing rate of interest.

Proposition No. 581.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Two-Color Cuts and Copy

For a series of advertising that will boom your job department, something new every month, costs but $2 or $3 per month, owing to the service you choose, but it brings results. Don't despise the service because it is cheap. We make the price low because printers are not millionaires, but we go after effective results just the same. Write at once.

Business Builders

Frank H. Armstrong Adv. Co., DesMoines, Iowa.

BOOKS FOR PRINTERS

The Practical Printer

Containing information on all the various parts of the printing business, from devil to business manager, with diagrams of imposition and useful tables. Fifth edition. Full cloth gilt. **Price $1.00**

List of Prices and Estimate Guide

Showing what price to charge for every kind of book and job work, from a small card to a large volume. This is a book which has long been needed and is of special use to job printers. Second edition. **Price $1.00**

Bishop's Order Book and Record of Cost

The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled and provides room for entering 3000 jobs. Half bound. Fourth edition. **Price $3.00**

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Third edition. **Price 50 Cents**

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Fourth edition, enlarged. **Price 50 Cents**

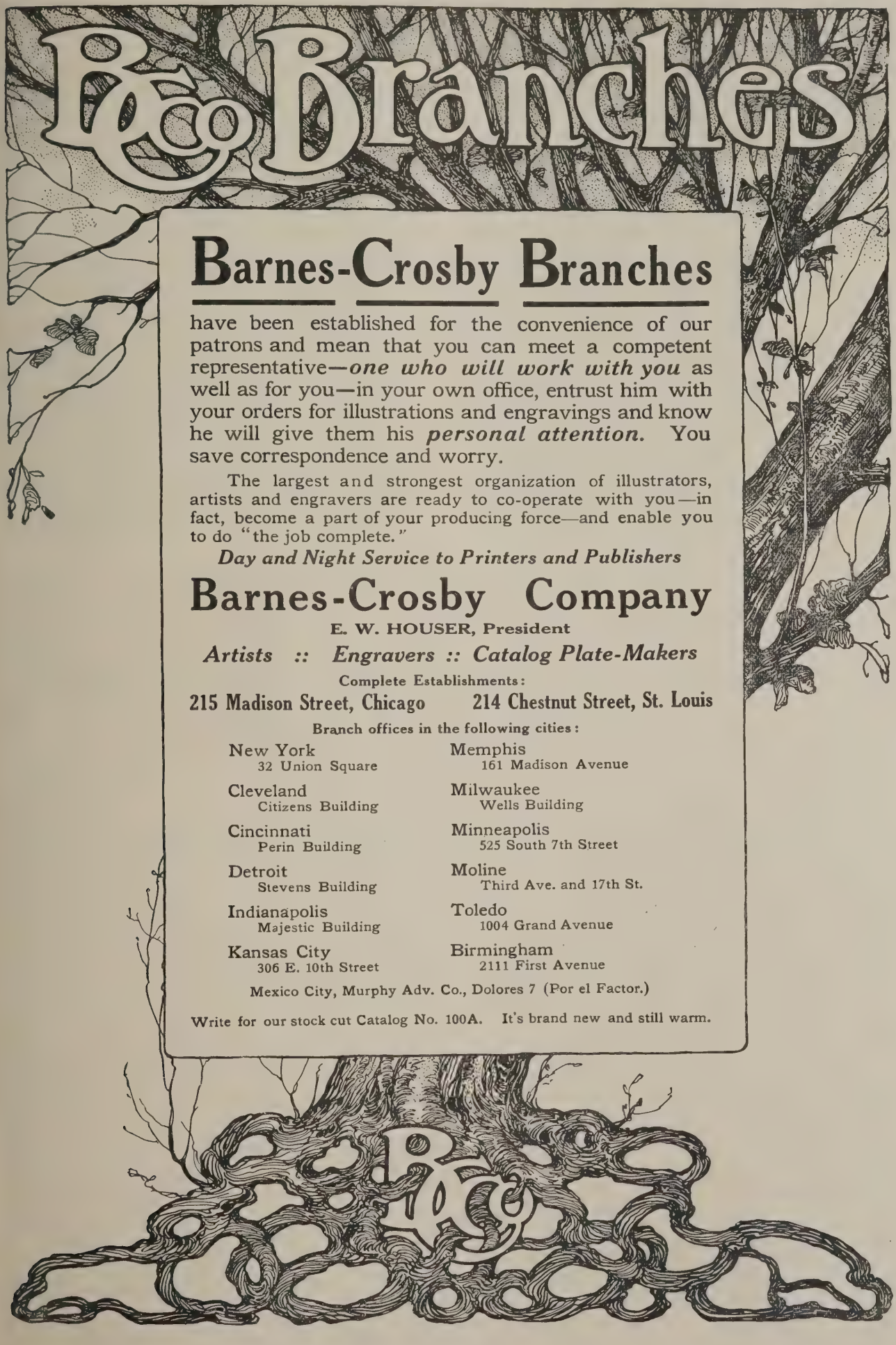
HENRY G. BISHOP, ONEONTA, NEW YORK

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.05. Roman, Solid Old English, or French Script, $1.15. Shaded Old English, $1.55. Shaded Roman or French Script, $1.65.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.



Barnes-Crosby Branches

have been established for the convenience of our patrons and mean that you can meet a competent representative—*one who will work with you* as well as for you—in your own office, entrust him with your orders for illustrations and engravings and know he will give them his *personal attention.* You save correspondence and worry.

The largest and strongest organization of illustrators, artists and engravers are ready to co-operate with you—in fact, become a part of your producing force—and enable you to do "the job complete."

Day and Night Service to Printers and Publishers

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

Complete Establishments:

215 Madison Street, Chicago **214 Chestnut Street, St. Louis**

Branch offices in the following cities:

New York
32 Union Square

Cleveland
Citizens Building

Cincinnati
Perin Building

Detroit
Stevens Building

Indianapolis
Majestic Building

Kansas City
306 E. 10th Street

Memphis
161 Madison Avenue

Milwaukee
Wells Building

Minneapolis
525 South 7th Street

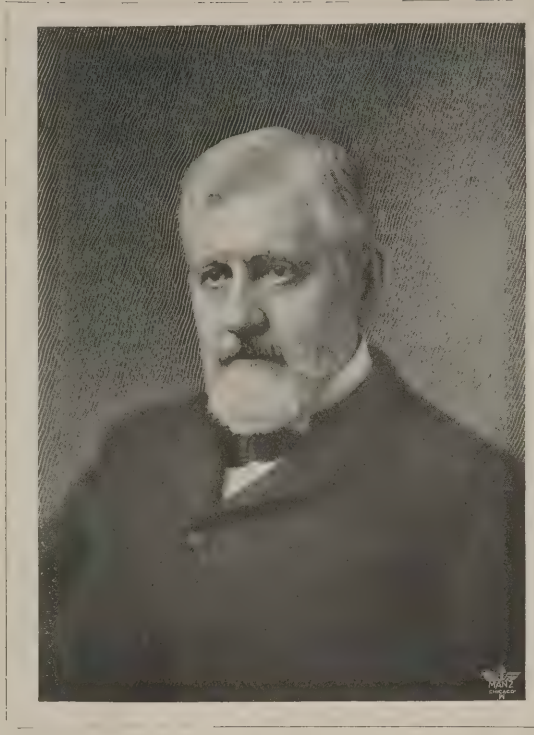
Moline
Third Ave. and 17th St.

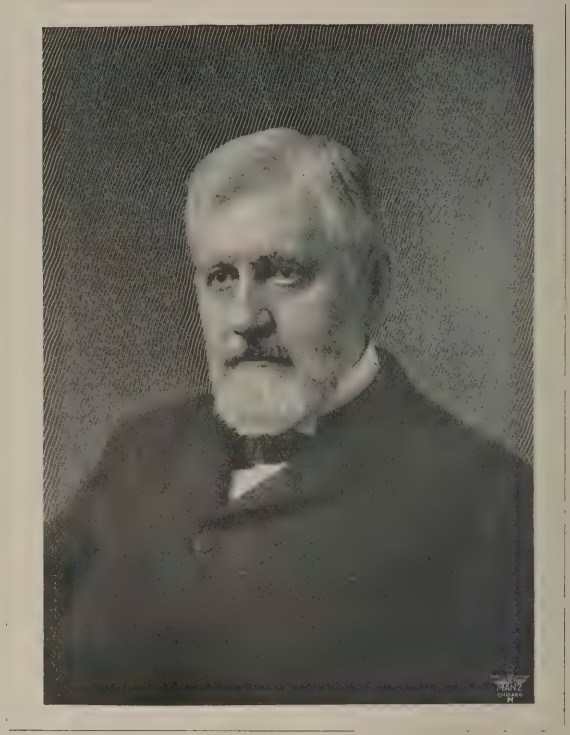
Toledo
1004 Grand Avenue

Birmingham
2111 First Avenue

Mexico City, Murphy Adv. Co., Dolores 7 (Por el Factor.)

Write for our stock cut Catalog No. 100A. It's brand new and still warm.





One of these impressions is made from the original engraving, the other from a Manz Steel Face Electrotype.
Do you see any difference?

Reduce Your Printing Expense and Better Your Profits

BY USING

Manz Steel Face Lead Mould Electrotypes

They cost only 5½c. per square inch and 55c. minimum.
They save time in your press-room
They outwear any ordinary electrotype by 100%.
Print a **Manz Steel Face Lead Mould Electro** with the original halftone from which it was made, and you cannot tell the difference.

Perfect Electros for Particular People

Manz Engraving Company

The Hollister Press

4001-4043 EAST RAVENSWOOD PARK

Sales Office:
75 Monroe St.

CHICAGO

S. BLAKE WILLSDEN

PREMIUM SPECIALIST
151-153 Wabash Avenue

CHICAGO

THE PIONEER MAP MAN

Member of the National Geographic Society
Member of the Chicago Geographic Society

MAPS
CHARTS
ATLASES

¶Get the BEST WORLD MAP—the only one that will show both North Polar and South Polar Explorations.

¶Send for sample. Compare our map with the other one and you will say we have the best.

¶During the past eleven years I have sold to newspapers the greatest number of **MAPS, ATLASES** and **CHARTS.**

No premium sold equals in numbers the record I have made in this line.

¶I can supply single sheet, County or State map of any size—three sheet and four sheet **WALL ATLASES** and **WALL CHARTS** with special features at lowest market prices.

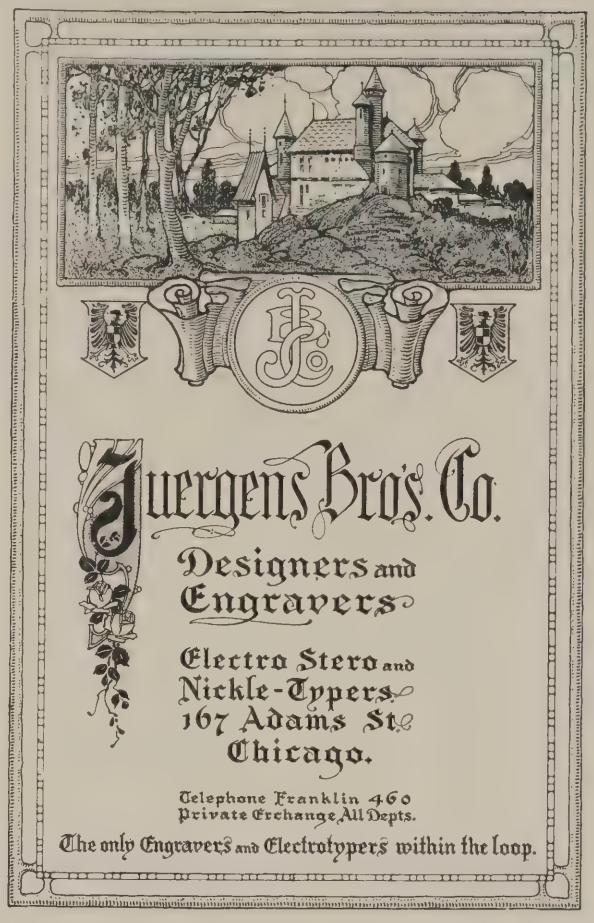
¶Always producing something new. Our latest, Willsden's Unrivaled Live Stock Anatomical Chart. For the Veterinarian, Farmer and Live Stock Breeder.

¶The first of its kind published in this country.

¶Now making contracts for territory. If you wish the county right send fifty cents in stamps for sample chart and we will forward to you postpaid.

¶Thousands of pleased customers in the United States and Canada our best advertisement.

WRITE FOR PRICES AND MORE INFORMATION.



The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

"WESEL QUALITY"

In Printing Materials and Stereotyping and Photo-Engraving Machinery and Appliances, if you are not using

"WESEL QUALITY"

you are not getting the best value for your money.

F. Wesel Manufacturing Co.

Main Office and Factory,
70-80 Cranberry St., Brooklyn, N. Y.

New York: 10 Spruce St. Chicago: 315 Dearborn St. Philadelphia: 712 Mutual Life Bldg

Separate Catalogues published by Wesel—' Printing Machinery and Materials,'' Stereotyping Machinery and Appliances,'' ''Photo-Engraving Machinery and Appliances,'' ''Twentieth Century Proofing—automatic, self-inking, self-feeding '' ''What a Printer Should Know About Blocks and Register Hooks,'' ''Pneumatic -Electric Stereotyping.''—All live, and in the advance.

Your Money Back If You Want It

—that's our guarantee. Simple, isn't it? No "ifs" about it. It means business. It assures you of a square deal. We offer this guarantee not only because it is right, but because we desire that every printer in the land have the opportunity to try out our machine without risking a cent. We want you to know how much better our machine is than any other machine on the market. And the only way to do that is to have you test it in your day's work.

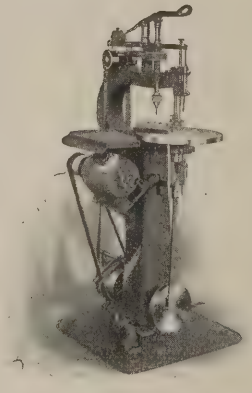
Built For Service

Model 27-A, here shown, is type-high and designed to be locked in the chase with the form or used separately to print numbers only. It is simply constructed—nothing to get out of gear—yet built to stand the hardest use you can put it to. The frame is made of a tough nickel-bronze metal that possesses extraordinary durability. The working parts are made of a highly tempered carbon steel. The figures engraved on best-quality steel wheels are practically indestructible. The machine is automatic and numbers from 1 to 99999 consecutively. Size 1½ x $\frac{15}{16}$ inches. **Price $8.00.**

Don't Delay a Minute

Sit down *now*—and write your nearest dealer, or us, to send you a Bates Model 27-A. The machine will come to you promptly. Use the machine in your shop for a month. Put it to every test you can think of and then if it does not satisfy you completely, return the machine and your money will immediately be refunded. But don't hesitate—write *now*.

The Bates Machine Company
696 Jamaica Ave.. Brooklyn. N. Y.



Handy and Useful

For drilling, mortising, and any irregular cutting of your plates, look up the **Royle Combination Jig Saw and Drill.**

Write for Catalog

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Photo-Engravers' Machinery

James White Paper Co.

TRADE MARK
Reg. U. S. Pat. Off.

210 Monroe Street, Chicago

Cover and Book Papers

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinders' Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Coin Mailers, Paper Folding Boxes

L. LINDLEY BOX AND PAPER Co., Louisville, Ky. Mailers' Tubes and Cardboard Novelties.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 209 Broadway, New York; 315 Dearborn St., Chicago; 168 Devonshire St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

THE ECLIPSE FOLDING MACHINE Co., Sidney, Ohio.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING *INK* Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Lino-Typewriter.

BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter with Linotype keyboard (for printers and Linotype operators). You've wanted it for years. Here it is! Cash or payments.

Paper Cutters

CHANDLER & PRICE Co., Cleveland, Ohio.

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 194-196 Fifth Ave., Chicago, Ill.

OSWEGO MACHINE WORKS, Oswego, N. Y. Makers of the best in cutting machines. The Brown & Carver complete line.

PAUL SCHNIEDEWEND & Co., Chicago, Ill. Manufacturers Reliance Paper Cutters.

PAVYER PRINTING MACHINE WORKS, 600-602-604 South Broadway, St. Louis, Mo.

Printers' Rollers and Composition

BUCKIE PRINTERS' ROLLER Co., Chicago, Ill.; Detroit, Mich.; St. Paul, Minn.

SAM'L. BINGHAM'S SON MFG. Co., Chicago, Pittsburgh, St. Louis, Kansas City, Atlanta, Indianapolis, Minneapolis, Milwaukee, Dallas.

Wood Type

HAMLITON MANUFACTURING Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood, typecases, cabinets, galleys, etc.

Printing Presses

THE CHANDLER PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183, 187 Monroe St., Chicago, Ill.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill.

CHALLENGE MACHINERY Co., Grand Haven. Mich. Mfr's. Stonemetz Two-Revolution Presses.

WALTER SCOTT & Co., Plainfield, N J.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

A. F. WANNER & Co., 340-342 Dearborn St., Chicago, Ill.

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F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

H. B. ROUSE & Co., 61-63 Ward St., Chicago, Ill. Printers' materials, job sticks, etc.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Printing Machinery and supplies.

PAVYER PRINTING MACHINE WORKS, 600-602-604 S. Broadway St., St. Louis, Mo.

AMERICAN TYPE FOUNDER Co., General Selling Agent, The Boston Wire Stitcher.

A. F. WANNER Co., 340-342 Dearborn St., Chicago, Ill.

GUTENBERG MACHINE Co., 545, 547 Wabash Ave.

THE ACME STAPLE MACHINE Co., 112 North Ninth St., Camden, New Jersey.

Motors for Printing Machinery

JENNY ELECTRIC MFG. Co., Indianapolis, Ind. Motor Specialties for printers and engravers.

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HENRY LINDENMEYR & SON, 32-34-36 Bleecker St., New York, N. Y.

Paper Joggers and Counters

R. A. HART, Battle Creek, Mich., job presses, counters, $300; joggers, $15 and up.

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WETTER TYPOGRAPHIC NUMBERING MACHINE Co., Machines to print and number at one time. 331-341 Classon Ave., Brooklyn, N. Y. Sold by all dealers.

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GLOBE ENGRAVING & ELECTRO. Co., 407, 427 Dearborn St., Chicago.

SANDERS ENGRAVING Co., 221 Olive St., St. Louis, Mo.

WILLIAMSON-HAFFNER ENGRAVING Co., 1633 Arapahoe St., Denver, Colo.

GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

MANZ ENGRAVING Co., E. Ravenswood Pk. and Cuyler Ave., Chicago.

JUERGENS BROS. Co., 167 Adams St., Chicago, Ill.

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Ten cents each; 3 for 25 cents.

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LANSTON MONOTYPE Co., 1231 Callowhill St., Philadelphia, Pa.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburg, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City, Minneapolis, Denver, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

BARNHART BROS. & SPINDLER, Chicago, Ill.

INLAND TYPE FOUNDRY, St. Louis, Chicago, New York City.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

The Winning Hands Hold "Butler Brands"

You can help your "deal" by using "Butler Brands" of Cut Cards. We make them from our own stock under our own supervision by improved methods. It will be to your advantage to consult with us regarding Cut Cards of any description.

Distributors of "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
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Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
National Paper & Type Co.	Havana, Cuba.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, B. C.
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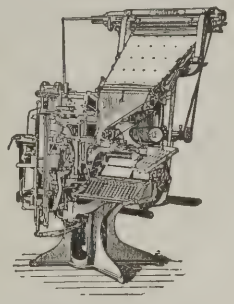
ESTABLISHED 1844

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

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Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

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NO MORE CUT ROLLERS

INK-DIVIDING BANDS

The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press,** New York City.

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y.

SERVICE

[See Them on Your Exchange Table]

It is in our service that we excel. We always strive to please; we are never satisfied and are constantly aiming to give better service.

We are improving all the time, so satisfied users of our service tell us.

Western Newspaper Union

15 Unitype Plants

In the last thirty days fifteen UNITYPE plants have been established by printers and publishers in the United States. The widespread acknowledgment of the facts set forth in "THE MATTER WITH THE PRINTING BUSINESS" has now grown to such proportions that we can safely say that the whole trade will shortly regard the subject of composition in an entirely new and a much more profitable light. Printers already begin to see the wastefulness of using their composing machinery indiscriminately upon everything that comes along, instead of ascertaining the **kind** of work that each machine does most profitably, and applying it to **that work only.** The day is gone when a printer can wisely say his is a Linotype office, or a Monotype office. He must now say, instead, that it is an office suitably equipped with **various kinds of machines,** each of which is **particularly** adapted to its own kind of work.

We have clearly proven that the UNITYPE-set matter, composed of foundry type at 30 cents a pound, costs less than printer-cast matter, whether of slugs or type, made from metal costing but 7 cents a pound. And we have shown that straight composition, such as book, catalogue, magazine or periodical work can be set with the UNITYPE upon a smaller investment, and for far less money, than by any other known process. These statements of fact have neither been challenged nor denied; and in the printer's own interest we earnestly advise him to consider at once the installation of the UNITYPE for that part of his work for which it is superior to the machines he now has in use.

The price of the UNITYPE is but $1500; payable $150 in cash and $37.50 and interest a month—a most profitable investment when it is realized that **a UNITYPE invariably pays for more than itself.**

WOOD & NATHAN CO.

Number 1 Madison Avenue

NEW YORK CITY

THE
FRANKLIN
COMPANY
DESIGNERS ENGRAVERS
ELECTROTYPERS & PRINTERS
346-350 DEARBORN STREET — CHICAGO, U.S.A.

How New Faces Increase Printing

As business competition becomes keener, details formerly overlooked grow in importance.

Every subtlety of suggestion is now taken advantage of by the seller.

The printer who is thinking along lines parallel to the most up-to-date methods is benefiting by progressive merchandizing.

As business men appreciate more the value of paying attention to details in presenting a sales argument to the public, the more does printing increase.

The great strides which have been made in the study of the human mind have scientized business methods. A merchant of two decades ago would have seen no value to him in an explanation of the law of relativity—of association of ideas.

Today he listens attentively.

He knows that every good salesman uses the principle underlying the law of association of ideas.

He knows that a salesman selling a great safe to a board of directors talks powerfully—forcefully—sonorously.

He knows that the same salesman selling a jewel safe to a dainty woman for her boudoir drops his voice to harmonize with a more delicate, persuasive argument.

The knowledge that the merchant has gained of the law responsible for these intuitive differences in the human salesman's argument, is benefiting the printer.

Because, just as fine verbal salesmanship harmonizes with the selling points of different goods, or with the personality of the customer, fine printed salesmanship harmonizes through the structural appearance of the type face and the type arrangement.

A great safe house increases the value of its printed matter when it describes its ponderous masses of metal for solid business men in Cheltenham Bold, but changes to Cheltenham Oldstyle to explain to dainty women the value of boudoir jewel safes.

This example of variation in printed salesmanship of safes is only an example to point a moral. Thousands of merchants are ready for the printed matter that harmonizes with their merchandise, and the printer can show them what type to use to produce that harmony.

The printer who is ready with ideas can suggest to a merchant how a particular type face can better sell a particular kind of goods. As the merchant gets better results from better harmony of printing he orders more printing because it pays him.

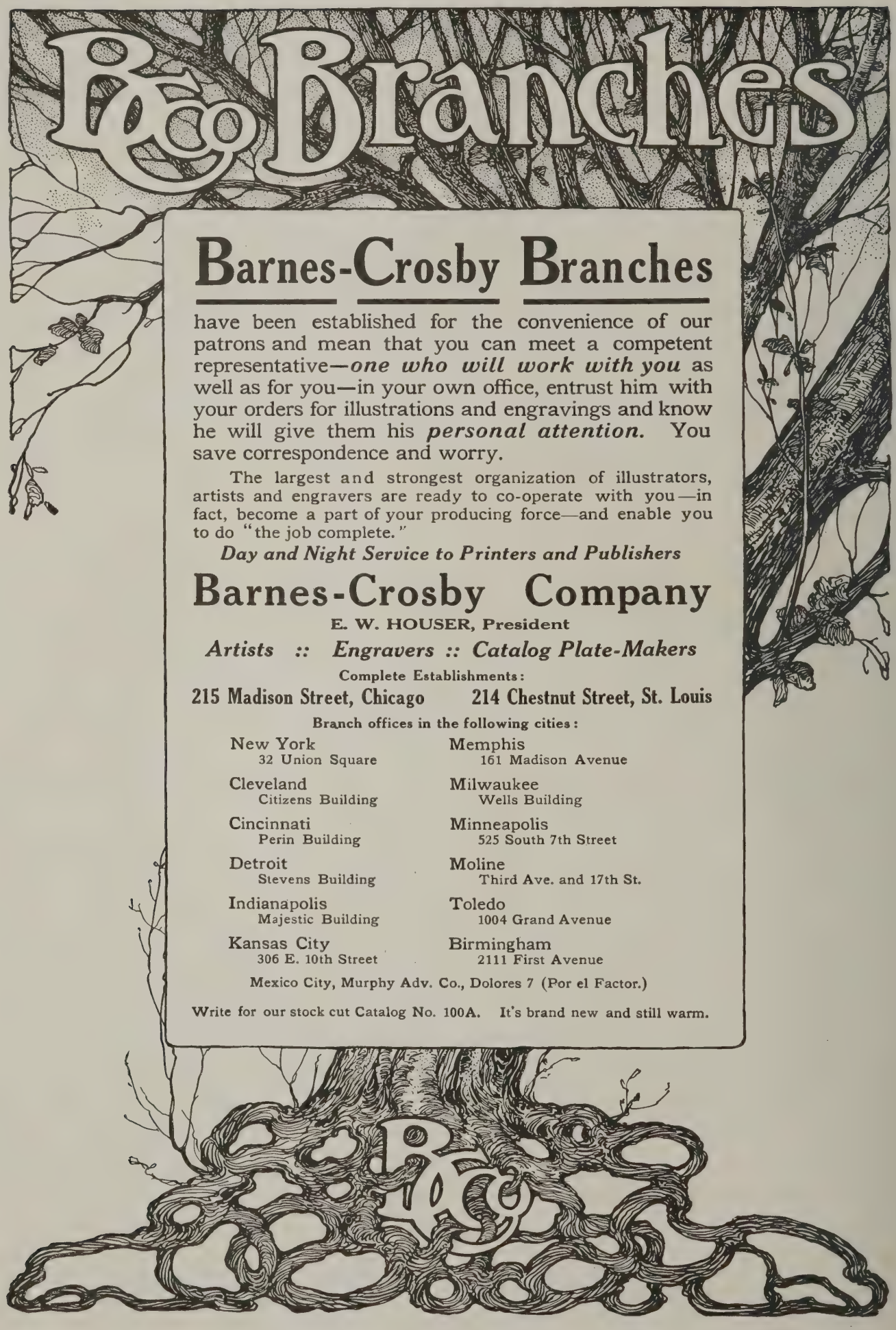
Suitable type faces enable the printer to get harmony in the printed page which matches the harmony of tone in the salesman's argument. The more harmony in the printed word the better for the merchant, and the more results the merchant gets from printing *the more printing he buys.*

The new type faces are needed for scientific merchandizing; the printer who uses them has what the merchant needs, and this Company is doing its part.

The constant issue of new type faces by the American Type Founders Company is giving the printers of this country the means with which to increase the country's printing bills.

American Type Founders Company

Text set in 12 Point Century Oldstyle and Italic; heading and signature in Century Oldstyle Bold



Barnes-Crosby Branches

have been established for the convenience of our patrons and mean that you can meet a competent representative—***one who will work with you*** as well as for you—in your own office, entrust him with your orders for illustrations and engravings and know he will give them his ***personal attention.*** You save correspondence and worry.

The largest and strongest organization of illustrators, artists and engravers are ready to co-operate with you—in fact, become a part of your producing force—and enable you to do "the job complete."

Day and Night Service to Printers and Publishers

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Artists :: Engravers :: Catalog Plate-Makers

Complete Establishments:

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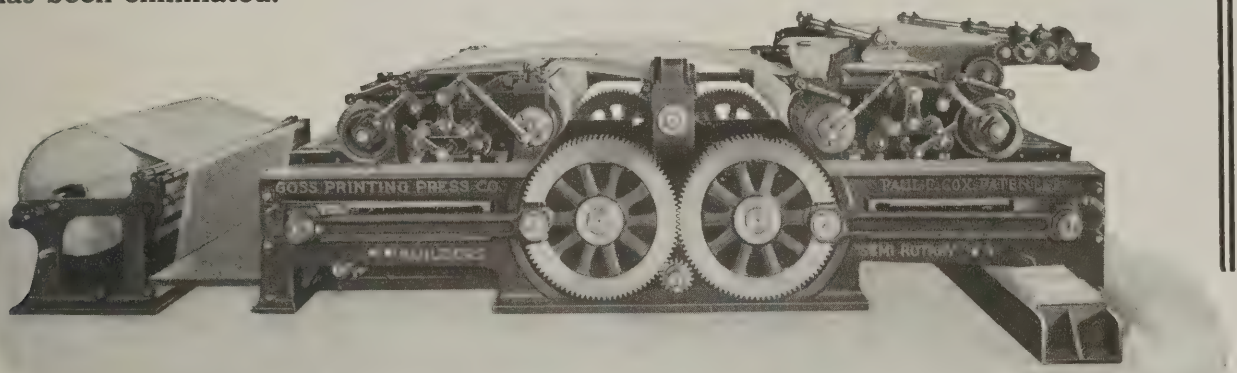
Detroit Stevens Building	Moline Third Ave. and 17th St.
Indianapolis Majestic Building	Toledo 1004 Grand Avenue
Kansas City 306 E. 10th Street	Birmingham 2111 First Avenue

Mexico City, Murphy Adv. Co., Dolores 7 (Por el Factor.)

Write for our stock cut Catalog No. 100A. It's brand new and still warm.

THE NEW SEMI-ROTARY FLAT BED WEB PERFECTING PRESS

Prints from type or plates. Built in two sizes to print either 4 or 8 pages or 4-8 or 12 pages of a standard seven column newspaper from one roll—requires but TWO INKING FOUNTAINS and TWELVE COMPOSITION ROLLERS (which are all interchangeable), has counter-balancing moving type beds (moving in opposite directions) ROTATING CYLINDERS, tapeless in and out feed, AUTOMATIC WEB TENSIONING DEVICE, CONTINUOUS MOVING PAPER, and many other new features which insure a steady running reliable press, one in which the web breaking has been eliminated.



PATENTED

The New Semi-Rotary Flat Bed Web Perfecting Press

The Press is Right. The Price is Right.

Read what users have to say after year's steady use:

Bakersfield, Calif. Oct. 16th, '09.

Gentlemen:

In April of this year we installed an eight-page press of your manufacture in our office, and at this writing it affords us sincere pleasure to state that the press has given the very best satisfaction, It has not given us the slightest trouble, and from the date of installation until now the web has not been broken or the ink rollers removed. The way the press pulls the web of indifferent paper through the machine is marvelous. The impression is excellent and the register absolutely perfect. The inking device, which throws the rollers in or out of contact, is a marvel of simplicity and results in a great saving of time, The ability of the press to print on heavy book paper without offsetting should commend the machine to book publishers.

In conclusion, we are more than pleased with the press, and are proud that we own one. We cannot say too much in commendation. It more than meets every expectation.

With best wishes for the success of the Semi-Rotary press, we remain, Yours very truly,

THE ECHO PUBLISHING CO.

(User of eight page machine.)

San Francisco, California, January 18.

Gentlemen:

After one year's most successful test, cannot refrain expressing our thorough deep satisfaction, press which works perfectly, in every respect beyond our expectations. We wish your company greatest success which cannot fail with such wonderful machinery.

L'ITALIA PRESS CO.

E. Patrizi, President.

(User of 12-page machine.)

The New Semi-Rotary Press is now being manufactured by

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
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Electros From Halftones

BETTER electrotypes at the regular price mean in addition to superior results in the printing, a saving in the make-ready, that if compared with the usual "idle-press" time, may be greater than the cost of the electros.

The **Globe Engraving and Electrotype Co.'s** electrotypes and nickeltypes are absolutely 100% reproductions of the original forms or cuts.

The buyer of printing should have a decided interest in the quality of the printers' product. To insist on "GLOBE" electros is an insurance to that end.

Perfect electros are a matter of supreme concern to the printer, as good printing without superior materials to work with is an impossibility.

The printer who has once used "GLOBE" electros will not be satisfied with electros that are an iota less than absolutely perfect duplicates of the originals.

In considering the claims of any special Moulding Process, in addition to the price and the quality of the electros, the condition of the type and cuts when returned should not be overlooked. It is of importance to the printer and his customer, that forms for electrotyping should not be subjected to a process that will break the type or crush the cuts.

The "GLOBE" quality of electros is made possible by an apparatus evolved and patented by one of the Company. There is not another like it in the world.

The price for "GLOBE" electros is the Standard price—no more.

The evidence of an electro from a 400-line halftone, (160,000 dots to the square inch) printed with the original for comparison, is to be had for the asking.

Globe Engraving & Electrotype Co.

407-427 Dearborn Street, Chicago

Our Scale of Prices for Halftones, Zinc-Etchings and Electrotypes is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This adv. is printed from a "GLOBE" electro

QUEEN CITY

PRINTING INKS

Those Familiar With The Excellent
Working Qualities of Our Inks
Cannot Be TEMPTED to Change

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, 1913-1935 South St.
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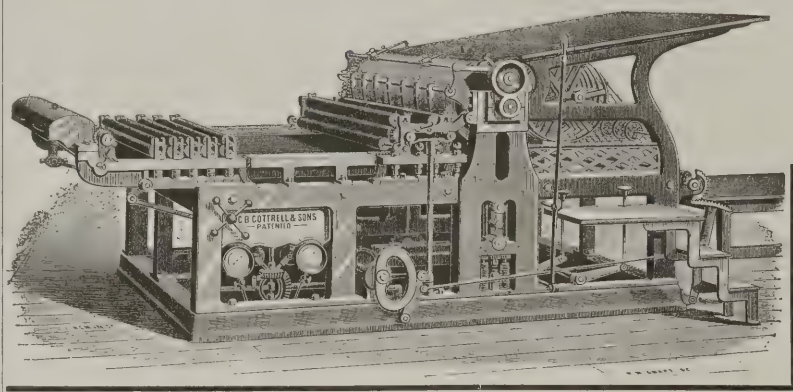
KANSAS CITY, MO., 6-8 W. 14th St.
MINNEAPOLIS. 316 Fifth Ave., South.

CYLINDER PRESS BARGAINS



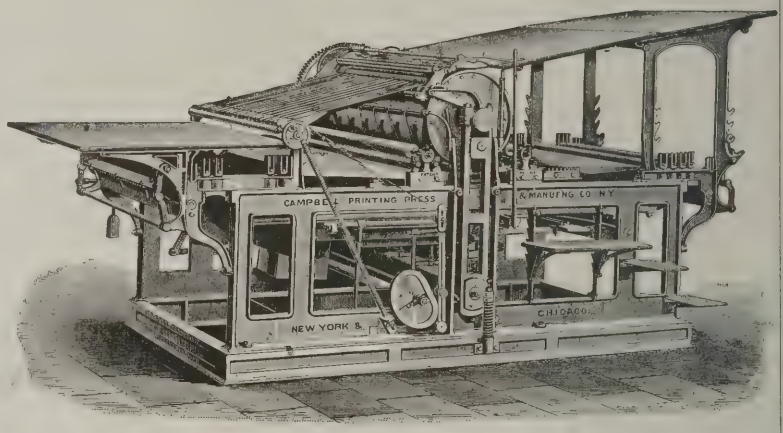
38x55—2-Rev. C. B. Cottrell & Son, 2 form rollers, table distribution, air springs, rear fly delivery. a fine 7-Col. quarto press.....**$1200**

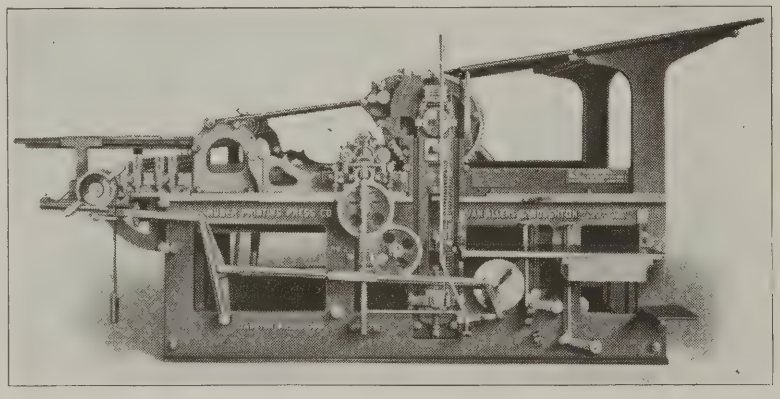
44x60—2-Revolution Potter, 4 form rollers, table distribution, air springs, rear fly delivery. A very strong, heavy press. Price.....**$1000**

37x50—2-Rev. Campbell Book and Job Press, 4 form rollers, wire springs, front fly delivery, table distribution. Price.....**$850**

23x30—Campbell, 2 form rollers, table distribution, front fly delivery, wire springs, impression trip, motor or steam fixture attachment, speed 2,200 base 9-4x3-3. Price.. **$750**

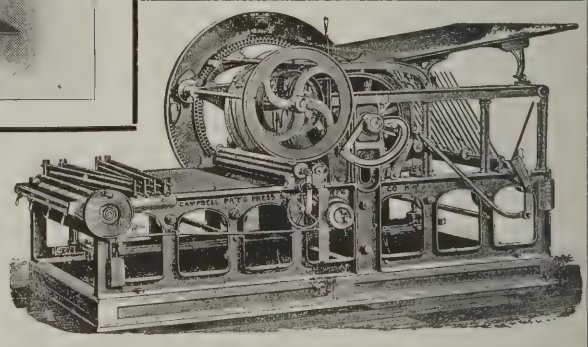
37x50—Campbell, book and job, Dble. ender, 4 rollers, table dis. front fly delivery, wire springs, 2 tracks, foundation, speed 1,500, 6 column quarto Price.....**$600**





29x42—Hoe Drum, Box frame, 2 rollers, rack and screw distribution, tapeless delivery. Price.....**$600**

39x52—Huber, 4 rollers, table distribution, front fly delivery, 4 tracks, imp. trip, crank movement, speed 1,600. .....**$1600**



We have a great many other cylinder presses. Write for full list and descriptions.

All machines Rebuilt by us, and fully guaranteed. We always have bargains in all makes and styles of Job Presses, Paper Cutters, Stitchers, Folders, Motors, etc.

A. F. WANNER & CO.

342 Dearborn St. CHICAGO

33x48—Campbell, Drum Cylinder. Prints 6-col. quarto.....**$450**

31x46—Campbell, Drum Cylinder. Prints 5-col. quarto.....**$400**

Borders and Ornaments | Accurate Spaces and Quads | Paragon Metal Leads and Slugs | Machine Cast Quotation Quads | Nickel-Alloy, Universal Line TYPE | Brass Rules, Leads and Slugs | Brass and Copper Thin Spaces | Brass Column and Head Rules | Brass Foot and Folio Slugs

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Paragon Brass Book and News Galleys

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Printers' Account Books

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Paragon Brass Corners

THE one printers' supply house which has both the quality and variety of goods, the ability to appreciate the publishers' needs and the organization that guarantees perfect service desires the opportunity to estimate on your requirements for printing material and machinery of all kinds

KEYSTONE TYPE FOUNDRY

Selling Agents for Cottrell Presses

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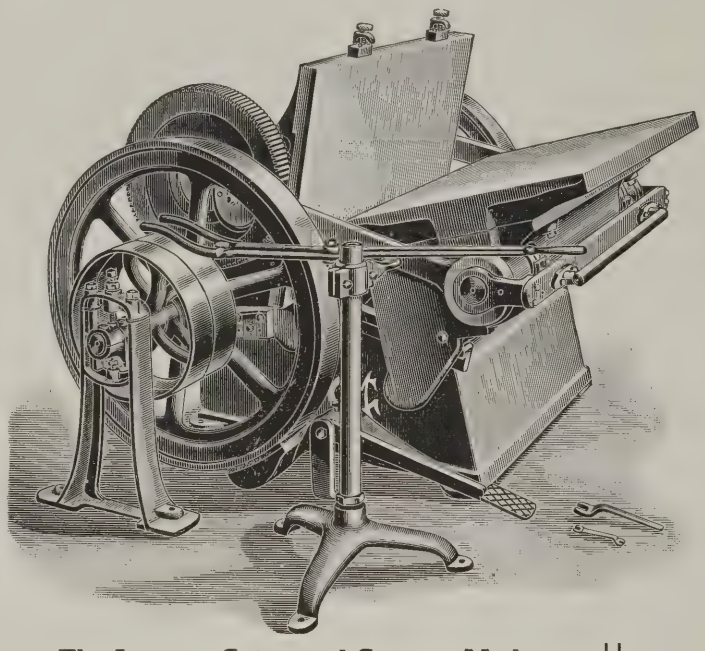
DETROIT :: ATLANTA :: SAN FRANCISCO

Paragon Steel Chases for Job Press | Paragon Steel Electrotype Chases | Paragon Steel Stereotype Chases | Paragon Side and Foot Sticks | Nickel-Alloy, Universal Line TYPE | Paragon Steel Bearers | Brass Circles, Ovals and Diamonds | Brass Dashes and Braces | Brass Squares and Center Pieces

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

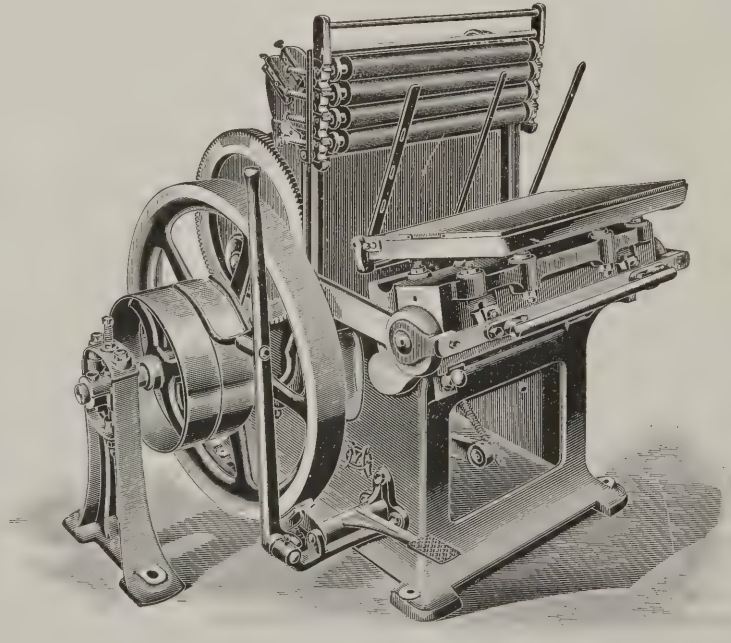
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., Sole Manufacturers HARTFORD, CONN., U.S.A.

"A little humor now and then is relished by the wisest men."

V S.

TYPE SET BY MACHINE

Particularly when it means Business

A JUNIOR DRUM

PUBLISHERS THE HERALD,
Tillamook, Ore.

Gentlemen:—

Did you ever wish, when press day was gone, that you could have the use of your compositors for productive work, instead of having them spend two days getting that old type back in the cases?

Did you ever long on press day for type enough and time enough to put that big, important story in shape for your readers?

Did you ever hunt all over the office for sorts enough to get up that special report that ate up all the capitals and periods and commas in the office?

And did you ever have one, two, or three of your compositors fail to show up Monday morning?

None of these things annoy the man who depends on a Junior Linotype. (He can run it himself in an emergency.) Less than half the wages of a printer will make the payments on the machine.

The Junior is always on the job. It is easy to buy, easy to pay for, and is built and backed by us. Very truly yours,

MERGENTHALER LINOTYPE CO.,
BELL, Sales Department.

A REPLY TO SAME

OFFICE OF THE HERALD

Tillamook, Ore., August 27, 1909.

Dearly Beloved:

I have had all these things happen to me —and worse—I have a Simplex that makes the young lady operator stamp her feet and get red; as for the foreman—he is an expert Simplex operator—he just chokes, he cannot get his tongue to wag fast enough to say the things his brain works up, and his lips get blistered and the composing room gets so blue with sulphur fumes that I can't see if the devil is washing the job press or reading "Diamond Dick."

If the Lord is good to me, and the devil does not give me too many kicks, I hope to have a Linotype by next spring. Pray for me that I do get it, as it is that or another printer.

Instead of letters, you ought to have come down for a week's hunting and fishing. Read the marked paper and see if you would not have enjoyed yourself.

Yours,
N. T. B. Pentnath,
"Tillamook Herald."

Which *seriously* goes to show that the joys of operating a type-*setting* machine are not unalloyed.

And that even the man who runs one knows that

"THE SLUG SET WAY IS THE ONLY WAY"

MERGENTHALER LINOTYPE CO.

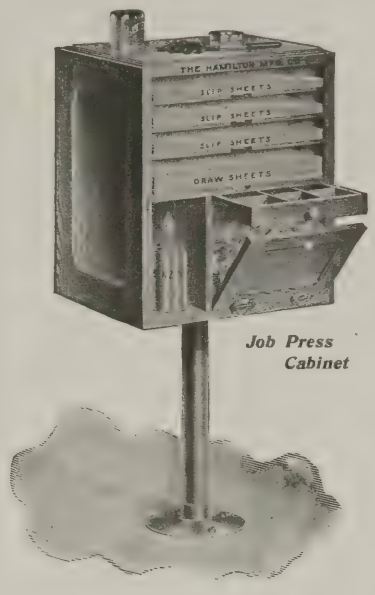
TRIBUNE BUILDING, NEW YORK

521 Wabash Ave., Chicago **638 Sacramento St., San Francisco**

332 Camp St., New Orleans

HAMILTON'S MODERNIZED COMPOSING-ROOM EQUIPMENT

The subject of composing-room economy has come into prominence of late and it is now an item which can not safely be overlooked when considering present-day costs of printing.



Job Press Cabinet

A modernized office is an insurgent office—a progressive office—and there are now enough such offices throughout the country to control and dictate printing-office costs and prices.

The money-making offices in any city are those with the equipment up to date. They have the advantage of the possible saving of twenty-five to fifty per cent in floor space, and ten to twenty-five per cent in composing-room labor.

Figure your pay-roll and rent account. Perhaps the saving mentioned would represent the profit you expect, and you may be wondering why it does not show in your bank account.

Send for a copy of "Composing-room Economy," which shows results accomplished in thirty-two modernized offices.

It would be a good idea for any printer to fill out the coupon which appears on this page and begin to consider the question of modernizing the composing-room.

It must be considered sooner or later. Eventually, we must all *"Get in line or get out,"* whatever field we are working in.

JOB-PRESS CABINET

A Suitable Recepticle for Tympan Paper, Gauge Pins and other Tools, Benzine Can and Wiping Rags.

We present here an improvement in our Tympan Paper Cabinets, the jobber's quick make-ready. A pressman without proper tympan stock, cut to size and kept conveniently arranged in a cabinet, must first search for a suitable draw-sheet, and after he has found that, he must search again for suitable slip-sheet material, which must be cut to size with much loss of time and waste of stock.

All this waste can be saved when he has a suitable stock of tympan paper in proper grades, cut to size. It has been estimated that one hour's time on the press can easily be saved.

Each unit is mounted on a pedestal of convenient working height, and on the top we provide a plate-glass mixing slab. An additional compartment for the benzine can and a metal-lined compartment for oily rags are provided, thus doing away with the danger of spontaneous combustion. The gauge-pin drawer is still retained.

There are three compartments for hard pressboard, cardboard and filler stock, in various grades for use as draw-sheets, and one compartment of larger size for slip-sheets.

These cabinets are made in three sizes, for 8 x 12, 10 x 15 and 14½ x 22 presses. Intermediate sizes can be accommodated in the next size larger.

One cabinet can be used to great advantage and will serve two presses when placed in the center, a little back of the pressmen. Where space is available, the best results will be obtained by having a cabinet for each press. The compartments should always contain a liberal supply of slip-sheet and draw-sheet paper, and if this is done, the product of each press will be very materially increased.

LIST PRICE AND DIMENSIONS

CABINET No. 1—Contains three compartments for slip-sheets, 14½ x 8 inches inside, and one compartment for draw-sheets, 14½ x 11 inches inside; metal lined compartment for rags, gauge-pin drawer, etc. Height, 42 inches; weight, complete 70 pounds. Complete with plate-glass top. List price, $15.00.

CABINET No. 2—Contains three compartments for slip-sheets, 17½ x 10½ inches inside, and one compartment for draw sheets, 17½ x 13 inches inside; metal-lined compartment for rags, gauge-pin drawer, etc. Height, 42 inches; weight, complete, 90 pounds. Complete with plate-glass top. List price, $18.00.

CABINET No. 3—Contains three compartments for slip-sheets, 24½ x 14½ inches inside and one compartment for draw-sheets, 24½ x 17½ inches inside; metal-lined compartments for rags, gauge-pin drawer, etc. Height, 42 inches; weight complete, 125 pounds. Complete with plate-glass top. List price, $22.00.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

The Mark of Quality

You find it on every piece of

Hamilton Furniture

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
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ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

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INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The No. 43 Optimus prints a 25 x 38 sheet with half-inch margins, and an envelope just as readily. Measured by every test of the printer and press manufacturer it is the most satisfactory small press for big printing ever sold. It will do the finest work possible to print no matter what it is.

The No. 43 Optimus combines the advantages of the pony and the heavy press. It is handy and fast for the light forms, and possesses the strength and distribution needed by the heavy ones. It is the ideal all-around printing machine, especially valuable under certain pressroom conditions.

Three three-inch form rollers, with their geared vibrators, have an inking surface sufficient to cover the form nearly twice even if it were a solid block. The rollers alone have a surface much in excess of form. The form rollers are interchangeable with those on the table, which also have geared vibrators. The ink feed is from ductor roller to the first steel vibrator, thence through the composition rollers below to the table, where it is further worked before it reaches the form rollers and their vibrators. The ductor roller acts as a distributor for one-half the time. This distribution is greater than that of some four-roller presses of much larger size. There is nothing better on a two-revolution press, nothing as good on a small one.

Five tracks, on a centergirt more than twice as strong as any other in a small press, support the bed. The cylinder is hung and braced in a powerful manner. The whole is a reproduction of the splendid plan of Optimus rigidity, with capacity for anything that can be put on the bed. The remarkable Optimus sheet delivery is a part of it.

The No. 43 Optimus requires small space; stands low; is easily handled; is fast, and almost noiseless in operation. It has never been equalled in perfection of details. There is no other press like it, nor any just as good. The price is as attractive as the press itself.

The Babcock Optimus

SET IN AUTHORS ROMAN

OSWEGO BENCH CUTTERS

Balance the lever up to make the work come easy.

This pictures only one of the ninety sizes and styles of cutters that are made at Oswego as a specialty. Each Oswego-Made cutter, from the little 16" Oswego Bench cutter up to the largest 7-ton Brown & Carver Automatic Clamp cutter, has at least three points of excellence on Oswego cutters only.

A new book, No. 8, containing valuable suggestions derived from over a third of a century's experience making cutting machines exclusively, is mailed on request.

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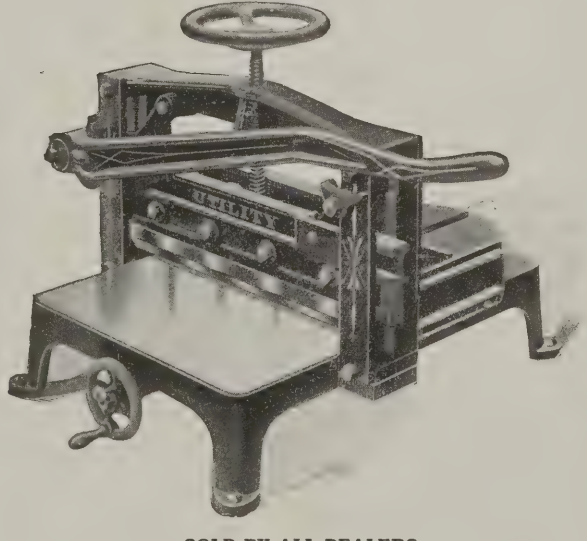
UTILITY

The BEST Small Paper Cutter



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Pavyer Printing Machine Works

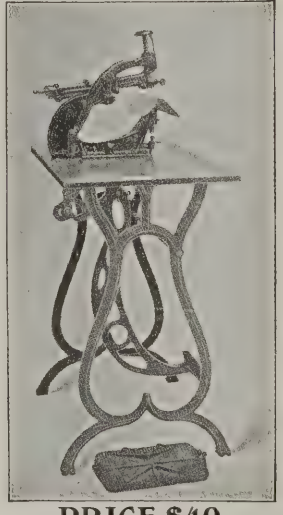
600-602-604 South Broadway

ST. LOUIS, MO.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6



PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

STATISTICS PROVE

That in the year 1909
The increase in
The Printing Business
Over 1908
Was 23%.

The increased sales of
Ullman's Inks
For the same period
Were considerably greater.

This proves that the
Printers who use
Ullman's Inks
Are taking trade away
From those who don't.

SIGMUND ULLMAN CO

NEW YORK PHILADELPHIA
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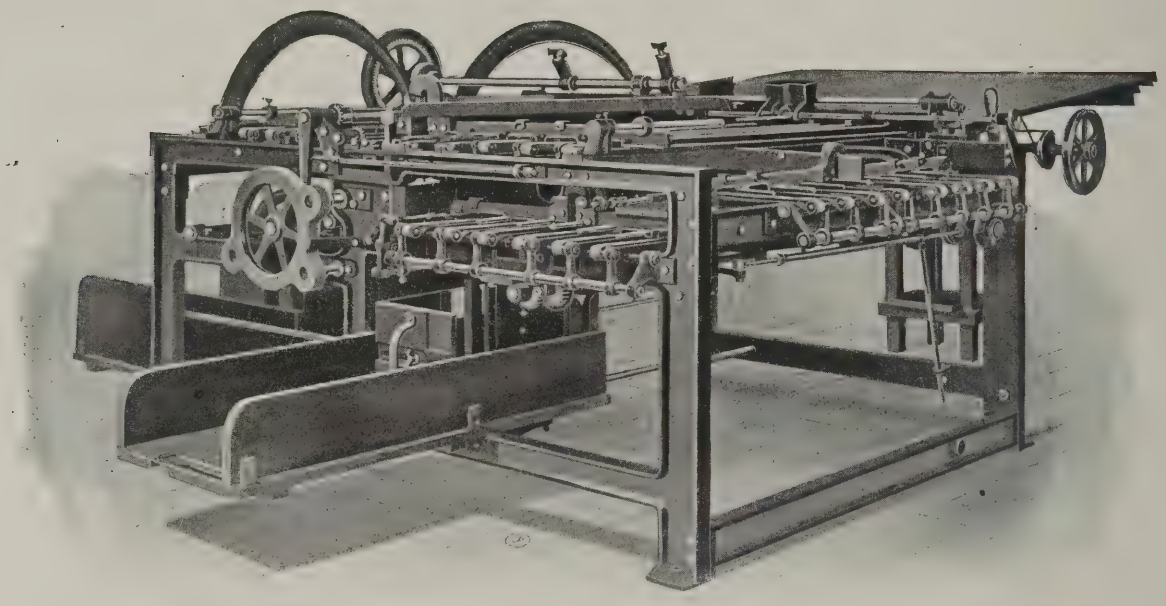
When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
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In the Bindery,

quality equipment is essential for profitable product!

This is more particularly true of the wire stitching department, usually operated by help not particularly well skilled in things mechanical. In the ***"Boston"*** we offer a quality wire stitcher unequaled for simplicity, free from the many adjusting perplexities of competitive machines, and designed to produce a maximum of output with a minimum of effort. . . . "As good as the ***'Boston'"*** is the recommendation an old-line stitcher recently received. The buyer thought it a very good recognition of the ***"Boston's"*** superiority, and gave us his order. If you want a quality stitcher, to increase your bindery profits, consult the

American Type Founders Co.

General Selling Agent for the "Boston" Wire Stitcher.

Buffalo Printing Ink Works

BUFFALO, N. Y.

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
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Do You Know How to Operate Numbering Machines?

We will Give

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for the best articles on Practical Results from working Wetter Type-High Numbering Machines. You can secure one of these prizes with little effort—simply write up what you know.

For conditions and particulars see our advertisement in the March Number of the "AMERICAN PRINTER."

We are still making the Model 125 WETTER—the best numbering machine on the market, and worth Double the price asked.

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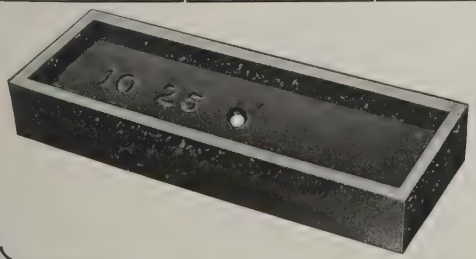
Is the Only Up-to-date Blanking-out Material

It is accurate and will stay accurate. It will last a lifetime.
Write for information and prices.



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Offset Press

Mr. Printer, do you know what some of your friends are doing with this NEW METHOD OF PRINTING?

You may perhaps be a little diffident--but take it from us--*there is no mystery about the process.* It is widely different from ordinary type printing--but if your progressive neighbor can make a success of it, why not you?

We have published a pamphlet covering the subject--which we call "To Offset or Not to Offset"--write to us and it will be sent you by return mail.

We furnish the *entire outfit* for installing an Offset plant (with the exception of the press) and will send you estimate of cost--if you will ask us for it.

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, March, 1910 | Number Three

Addresses Before the Twenty-Fifth Annual Convention of the National Editorial Association, New Orleans, La., February 10, 11 and 12, 1910

ANNUAL ADDRESS BY A. NEVIN POMEROY. PRESIDENT

DELIVERED AT THE TWENTY-FIFTH ANNUAL CONVENTION OF THE ASSOCIATION, AT NEW ORLEANS, LA., FEBRUARY 10, 1910.

THROUGH the untiring efforts of Mr. B. B. Herbert, of Chicago, in 1885, in response to a call issued by him for a meeting at New Orleans during the great Cotton Exposition of that year, Mr. Herbert succeeded in having representatives present from a number of States and was instrumental in bringing about this organization, after two years of untiring effort. He naturally became the first President, and has ever since been an interested and valuable member in its work of promoting the welfare of all who have been in any way connected with the Association.

It is most fitting that we should convene this year and this month in this quaint French, Spanish, American city of New Orleans, since just twenty-five years ago, amid these same delightful surroundings, the National Editorial Association first came into being. For some time prior the advantages of such a community of interests had been urged by several State organizations, but the fulfillment of the plan came. No one can compute the influences for good that have gone out from that first meeting — the higher ideals, the fresh inspiration, the improvement in mechanism, not to mention the ties of friendship, and the broadening influences of travel, all of which have flowed from our early conventions.

We regret that we have not more of the charter members here to enjoy the results of their forethought, but to the pioneers present on this Silver Anniversary those of us who have come later into this goodly heritage would say a word of congratulation and appreciation, and we feel we are fortunate in having them, together with some of our former Presidents, to gather up the thread of our past history and present it to us at this time.

It is just six months since we convened in the beautiful Puget Sound city of Seattle, and it has required dispatch and zealousness on the part of your officers to prepare for this meeting, treading as it does upon the heels of the last. A great amount of executive work has necessarily been crowded into what is perhaps the shortest term in the history of the organization.

Since our last Executive Meeting in Chicago we have lost faith in the old saying "'tis best to make haste slowly," for after an exceedingly brief notice to the committeemen we were surprised and gratified to have one of the best attended meetings in the life of the Association, demonstrating the interest each individual member takes in the promotion and welfare of the organization. At the opening of the meeting, for the first time in history, Father Herbert was disbarred; the reason he was not allowed to show his face will be explained later when we see his face perpetuated. The date of our present convention was determined upon at that meeting and the preliminary arrangements perfected. Among the various important matters transacted was the appointment of a committee of three to act with the National Committee on the Printing of Stamped Envelopes by the Government. This National Committee is composed of representatives from The American Envelope Manufacturers Association, The National Association of Stationers and Manufacturers, The National Paper Dealer's Association, The International Association of Photoengravers, National Printers League of America, and United Typothetae of America. This general committee has held a number of meetings in Washington and now has a bill pending before Congress to abolish the making and printing of stamped envelopes by the Government.

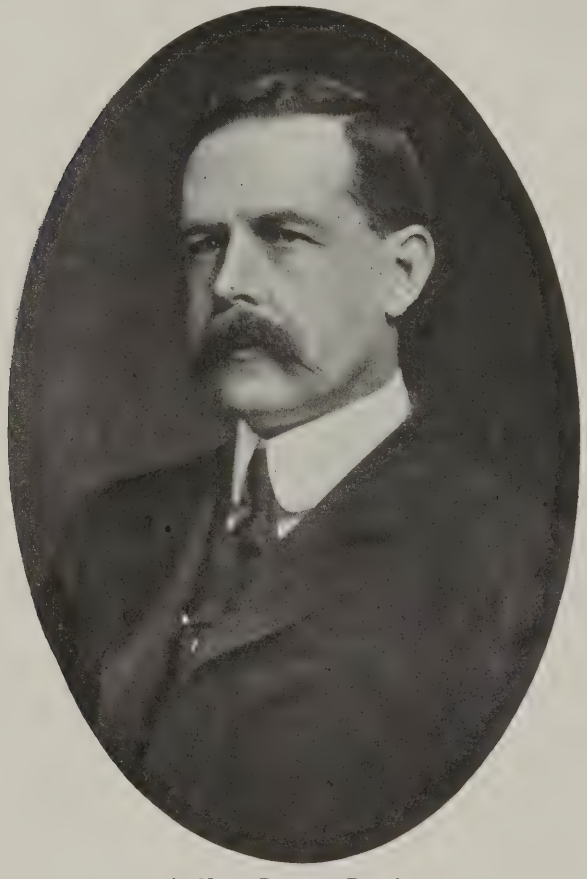
In his inaugural address at Harvard University President Lowell, speaking on Education, said: "Know something of many things and everything about something." It seemed to me this would be a good slogan for a newspaper convention. The old way of saying it was "a little learning is a dangerous thing," but to keep abreast of the times, when as much is crowded into a day as formerly was put into a year, a smattering of many things and a thorough knowledge of a few is the only possible course. The country editor realizes this when he becomes the court of appeals in disputed questions or the referee for doubtful ones. Question and answer frequently being telephonic general information is invaluable. On the other hand this same editor knows he cannot afford to sit in his sanctum and indite editorials alone. If he is a success he must be omnipresent—in the composing room, over the counter, watching his ledger, shaking hands with subscribers, encouraging advertisers, looking up subscriptions—thus his plant and its operation become the "something he must know everything about."

In a broader sense there is no profession in the world where it is so necessary to "know something of many things and everything about something," as in journalism. This pursuit of knowledge, however, has its dangers, and one of the most threatening at the present time is the invasion of territory beyond newspaper jurisdiction. The venerable Col. Henry Watterson, only lately returned from Europe, was struck by this tendency and deplored it in an address delivered before the National Press Club, of Washington city, when he said: "Pretending to be the especial defenders of liberty, newspapers are becoming the invaders of private rights. No household seems any longer safe against intrusion. Our reporters are being turned into detectives. As surely as this be not checked we shall grow to be objects of fear and hatred instead of trust and respect.

"Some one ought to organize an intelligent and definite movement toward the bettering of what has reached alarming proportions.

"I say this in your interest as well as the interest of the public and the profession, for I am sure that you are gentlemen and want to be considered so, whereas the work you are often set to do is the reverse of gentlemanly. It subjects you to aversion and contempt — brings you and a high and mighty calling into disrepute — by confusing the purpose and functions of the newspaper with those of the police and the scavenger. I have been proud of that calling all my life, and when I go to my account, I want to see a clean and honored flag flying from the masthead."

Governor Hughes of New York, speaking along the same line, condemned the ready habit of believing and spreading evil stories about men in public office. He pleaded with those who go into journalism to be fair with public men whom they criticise, although they comment freely upon the acts of such men. "A man who seeks profit in the sale of calumnies is the most despicable of human creatures," said the Governor.



A. Nevin Pomeroy, President
Chambersburg, Penn.

Every true newspaper man knows the difference between the liberty of the press and the license of the press. He knows, too, these faults are more glaring in large city dailies than in the surburban press, nevertheless we all realize that these tendencies are growing and spreading. The effort of the day to push the commercial side of the paper to the detriment of the editorial department and the constant demand for excitement on the part of the public, are partly responsible for the evils, but it is evident there is great danger in the unrestricted belittling and cartooning of our public men and affairs, causing decrease of respect and deterring many of our best men from entering politics. While we do contend that the fair, considerate, and wholesome newspaper still predominates, the profession as a whole undoubtedly suffers from the sensationalism of yellow journalism. Two notable journalists of the old school, have just laid down the pen, and in commenting upon their careers a contemporary said: "Both Richard Watson Gilder, of the *Century Magazine*, and Wm. Laffan, of the New York *Sun*, were of the old-fashioned school. Neither was ever a muck-raker, and yellow journalism was not of their kind. Both had nothing but contempt for the newfangled school of journalistic sensationalism. That both became eminent in their profession, distinguished alike for great ability and far-reaching influence, is the best evidence that decent journalism has not altogether had its day."

It is to be regretted that some of our great metropolitan newspapers are directed by a policy that is purely commercial, and that the editorial and reportorial departments are made subservient to the business office.

In the effort to promote circulation and thus secure greater prestige for advertising department, the editorial and news columns are too frequently converted into targets of assault upon men and institutions, with no other end in view but to create a demand for the newspaper and thereby upbuild its commercial side. The owners are, unquestionably, reaping greater rewards, but in doing so is not the newspaper of today losing its hold upon the public? Oftentimes the policy of the paper requires writers to express sentiments in direct opposition to their better instincts, for, as a rule, editors and reporters are men of the highest type. Only a short time since President Taft, in a speech delivered in this very city, declared that he had been thrown into contact with representatives of the reportorial branch of the profession in all parts of the world and always found them perfectly trustworthy, deserving of confidence and necessary to his business. From the whole tone of the Presidential address it was evident that in the White House the newspaper reporter is regarded as one of the potent factors of civilization.

There is the same evidence of confidence in the compliment paid by Admiral von Koster, of the German navy, to the men who recorded his doings and sayings during the recent Hudson-Fulton celebration in New York. The Admiral was Germany's representative there, and was much sought by reporters, not only because of his very prominent position, but because of the talk of war between Germany and England, which was particularly insistent in some quarters about that time. On his return to Berlin he said that on account of what he had heard about American reporters he felt a little shy about them at first; but, he added:

"Not one got me wrong, not once was I misrepresented. Often I mentioned things in confidence, and in no instance was that confidence betrayed. The reporters whom I met in the United States treated me with delicacy and afforded me a feeling or sense of fair play, which I admire and appreciate."

It is customary at an anniversary like this to endeavor to outline the policy of the future as well as review the past. We have set aside one session for the retrospection of twenty-five successful years, and we would like, at other sessions, to discuss ways and means for strengthening and perpetuating the next decade of this Association. It is self-evident that conventions today are entirely different from those of former years, when the railroads were anxious for advertisement and new sections of country were clamoring for press representatives to give publicity to their undeveloped resources. Large numbers could be readily induced to take the trip and attend conventions on account of advantages derived. Now, however, every delegate buys his ticket and pays his individual expenses as any other private citizen. He derives no financial advantages by joining the party, and, frequently, finds the date inopportune. We desire to bring out these points to show that the convention must henceforth be the drawing card. Formerly it was convention, plus innumerable traveling advantages. We do not mean to undervalue the trip, for we regard it as a great feature, since nothing so broadens and educates as travel, and many of us could never have seen our country under such favorable circumstances except through the medium of this Association; but, in our opinion, the trip should only be an incident, the conference the real object.

Our Constitution says: "The object of this Association is the advancement of the material interests, and the extension of the social relations of the editors and publishers of the United States." This declaration is far reaching and it gives the Association ample room to expand. As we understand it, the National Editorial Association is the representative body of the local and press associations of our respective states. It would seem, therefore, that as delegates we should come here, not only for our own benefit, but for the mutual benefit of all those whom we represent. Many members of our State organizations are not privileged to attend the National conventions. To them we should be able to carry back valuable information. With this end in view, and because this meeting is a sort of "Looking-Backwards", we would like to revive interest in what was suggested some years ago by President Stephens, in his able address at Chicago, discussed at intervals but never fully carried out. The recommendations made by President Stephens, briefly stated, were:

The establishment of National headquarters inaugurated and maintained by incorporation and subscription.

The publication of a National directory.

The solution of the much vexed question of foreign advertising.

The purchase of material for all members of the Association.

In addition to the above we would recommend that each State organization and press association in the United States be requested to become affiliated with the National Editorial Association in order that the project may have the united support of all kindred associations. There are some States which have not had representation in this association for years, and others have lately apparently withdrawn their membership. An effort should be made to enlist every local press association in the country. This would not only greatly augment the membership, but would give all business projects a much stronger support.

We are very favorably impressed with the importance of establishing headquarters in some city, preferably Washington, on account of the many important matters that would naturally crystallize there.

In addition to the work already outlined an important matter to every publisher could be assigned to the headquarters, which is the keeping of a record of financial standing of all advertisers, thus protecting the publisher from the numerous dead-beats now infesting the advertising field. There are very few of us who do not now pay at least $50.00 per year for the privilege of belonging to a mercantile agency from which we procure the rating of all advertisers, and secure special reports when required. We have all found this expenditure money well invested. A mercantile agency of our own would be even more effective and it could be conducted in our own interest more economically than under present arrangements.

Editors and publishers are confronted today with all manner of trusts and organizations, formed for the purpose of advancing wages and increasing the price of material. We are practically at their mercy, yet, as an organization, we have not raised a protest or made an effort to protect our rights. In the business world conditions have entirely changed, and each member of this association has, individually, endeavored to keep pace with these changes, but, as an association, nothing has been done to aid the individual, yet what great assistance and what a potent influence the National Association, acting in unison with all auxiliary associations, might become. We would, therefore, recommend:

That a committee of five be appointed at this meeting to devise ways and means whereby the interest of the editors and publishers of this country can be better subserved and promoted, said committee to report at the next annual convention. We would further recommend that the committee fully consider suggestions already made, as well as any others that may be sent said committee by local associations or individual members.

Upon our return to our respective States let us carry the enthusiasm of this meeting into our local organizations, and endeavor to create a responsive sentiment in order that others may be aroused by the importance of the work projected and be willing to contribute endorsement and influence in order to make the next decade of the National Editorial Association an assured success.

The Newspaper Editor—His Responsibility, Privilege and Opportunity

AN ADDRESS BY SETH BROWN, EDITOR OF THE "COMMERCIAL UNION," CHICAGO.

Presented at the Twenty-Fifth Annual Convention of the National Editorial Association, New Orleans, Feb. 10, 1910.

Gentlemen:

THIS opportunity and privilege to contribute a measure of interest and I trust profit, to the usefulness of your organization, is appreciated.

To reach the wellspring of American thought, to be allowed the high privilege of being instrumental in shaping the course of newspapers, is not only an honor, but a positive responsibility.

As an editor of a paper, dealing with the editorial and business work of newspapers, it has been my duty to thoughtfully consider the problems which you are daily called upon to solve.

Profit, in its broadest sense, has been the sole aim of my work on the *Commercial Union*.

Aside from an early experience in that excellent developing field, the local weekly, I have been writing for advertisers and publishers for twenty years. Special work, feature articles and business literature.

My work has brought me in personal contact with many of the greatest editors and publishers.

It is a kind of work which gives one a very intimate knowledge of all sides of the business.

I am stating these facts of experience to prove that what I say to you is not theoretical. That for twenty years and more, I have been learning, striving and doing. What I am to say to you is the result, the net, of past effort.

We have all heard about the "power of the press."

Gentlemen, you represent a force, for good or ill, which is greater than that of any other one class of men on earth.

No, don't settle back in your chairs with complacency.

Such a privilege carries with it responsibility. The power is unquestionable, but there is great doubt in my mind as to whether or not editors have more than half appreciated their responsibility.

It is a question every man must answer for himself.

To give an object picture let us consider an average town of 10,000 souls as a type of our many fields of labor.

I am going to jump right into the midst of this little city. It's Our Town. The town in which you, Mr. Editor, are responsible for the newspaper. Our Town is not better and not worse than others. An average town is Our Town.

It's Sunday morning. The week's work is over. It's church day for some, play day for others and a different—better day for all.

The church, the home, friends, everything good, means more on Sunday.

Our Town has preachers and priests. It has societies, lodges, charities, expressions of the better part of mankind.

And it has an Editor, the man I am talking to.

The life of Our Town is a mixture of good and evil. There are many good noble souls, honest and God-fearing men and women. People tried in the furnace of life's experience and found glorious—good.

There are other kinds of people in Our Town.

Seth Brown, Editor "Commercial Union," Chicago

Through misfortune, ignorance, lack of right youthful training or other causes, they are not the good people of Our Town.

There is a constant conflict between the good and the bad in Our Town. Between understanding and ignorance, purity and vice, wealth and poverty.

It is Sunday morning in Our Town.

However each man or woman considers the matter, it is a better and a different day.

The good and the evil in Our Town are lined up. All the bad ones do not stay away, but, listen:

THEY ALL READ THE LOCAL PAPER!

Is there a single influence in Our Town which has equal power?

Can the Mayor or the Minister talk to all the people—on this beautiful Sabbath morning?

No!

Life is a struggle and a growth.

Our Town can't stand still. It is going up—or down—all the time.

The Editor has more to do with its weal or woe than any other man in Our Town.

And now, in a spirit of kindness, on the basis of manhood, patriotism and with a righteous desire to know the truth, let us sit down and look over our paper.

Not to criticise, but to see if it is as good as our opportunity affords.

We notice the "Church Notices" column. And the editorial on "Supporting Our Home Merchants." The article on "Civil Service Reform" and so on.

Just a moment. What is this? "The White Slave Industry to be Investigated by the Government."

And this: "A Fight in Fanny Smith's Place. Police Called."

Or this: "The Evidence in the Johnson Divorce Case."

Remember, it's Sunday morning.

Of course there is suffering and crime. But if you and I were calling on some good clean family on Sunday, would we care to discuss those subjects at the table?

"But, a paper must print the news of the day."

Who but you and I, as editors, are responsible for printing the filth of the week?

I am not going to argue this subject. But just to state the matter in a straightforward manner, I know that a percentage of your readers want this kind of news.

I will agree that some of the "respectable citizens" read it with a relish. I also know the argument, "the other papers print it."

But you and I are alone responsible for our own papers.

In every community the froth, the scum, appears on top. It "vaunteth itself unseemingly." It is in evidence.

But its influence and importance is overestimated.

It is not the kind of influence which builds towns and cities, factories and schools.

It is the influence which is talked about—rolled under the tongue and appears—at times—to be about all there is in life.

But, this is a lie.

It is the decent people, the foundation of society built on truth and virtue which makes our business possible. Without it there would be nothing but Hell.

Let us not be deceived.

Even though we hear no protest against unclean news, it is there just the same. It weakens our influence, our standing and our value—worth—to Our Town.

The last stand in favor of unclean news is made behind the dishonest excuse of "terrible example." That it is necessary to show the young people the dreadful results of crime in order to keep them good.

It's Sunday morning again. Here stands a clean girl—almost a woman.

Is it necessary to drag that pure soul through the filth of debauchery in order to "keep her pure?"

This argument in favor of printing impure news to keep children pure is the work of the Devil.

It's the presence of good which makes people good and not the presence of evil.

No action, good or bad, ever took place in fact, until it was first a mental picture.

The newspaper in Our Town is largely responsible for its mental pictures. Make them good pictures.

No boy or girl was ever led astray—willingly—unless the mental picture of evil was made to look like good.

There is no protection against evil so great as a high ideal of the good. And there is no detective so keen in revealing evil as a consciousness trained to know and enjoy the good.

It is Sunday morning again. We are talking, not as Editors, but as men.

I know the trials. The money side of a newspaper. I know how persistent are the influences.

But are we getting the most benefit from the good influences in Our Town? Good souls will respond if we go about it right. They not only have the influence, but generally the most money.

Run articles to develop this influence towards our paper. It will surely come and it will pay.

But that is not my chief reason for urging that every line in our paper makes for good character and good citizenship.

No—while it will pay in money, there is a better and a higher reason why we as Editors, men with more influence in Our Town than any others, should help in this cause.

The reason is:

It's Sunday morning again. You and I may be on our way to church or we may not. We may have made money last week, or we may have run behind, but you and I have a responsibility towards those within our influence in Our Town.

It's Sunday morning, and there is no money, position or prestige which will weigh against our duty towards our fellow man.

As we sit in church, at home or wherever this beautiful Sunday morning finds us, let us feel that coming out of that office down the street is a pure, uplifting thought for God and humanity, and the circulation, the advertising and the collections will surely come out all right.

Won't you do it? I know you will. Many are doing it every day. But we need recruits. More editors who realize their responsibility and measure up strong on the right side.

I thank you for letting me have my say, and know that our efforts will find a hearty response in every honest heart.

Good-bye and God bless you, this beautiful Sabbath morning.

The Press and Law Enforcement

BY JOSEPHUS DANIELS, EDITOR "NEWS AND OBSERVER," RALEIGH, N. C.

PRESIDENT ROOSEVELT was not the sort of man who was in the habit of asking others to do what he could do himself. Indeed, his reputation was enhanced because he was the type of man who brings things to pass. He was called strenuous because he undertook to direct all affairs from the number of children in the family to the cessation of hostilities between Russia and Japan. Many disagreed with him as to this or that of his many policies, but the majority of his countrymen applauded his intense activity which was so tense in so many departments as to cause his countrymen to wonder at his versatile genius and Cromwellian spirit of leaving nothing unregulated. And yet, though Mr. Roosevelt had invoked the power of the courts in cases that were of the highest importance, and though Congress put unlimited means at his disposal to prosecute what he called "the malefactors of great wealth," when he came to the remedy for the chief evils that threaten our country, this strenuous fighter threw up his hands and declared for Publicity as the only sure method of ending the reign of monopoly and meting out justice to those who oppress the people by cunning.

Publicity was, in his opinion and the opinion of other eminent men, the key that unlocks the door where the worst lawbreakers are in hiding, and without Publicity no other agency was sure and effective. There is but one way of securing Publicity and that is through the unbribed, uninfluenced honest press of America. The Federal and State governments expend millions of dollars annually for the enforcement of the law, and yet in the most important and insidious crimes these paid officers say they must abdicate unless Publicity—that is the press—will come to be the aid and sustaining arm of the law.

The power of the press was never so admitted and emphasized as in Mr. Roosevelt's public statements that we must depend upon publicity. Almost every day other public officials pay the press the same high compliment and call upon this unpaid tribunal to perform that which the paid representatives of the people declare themselves impotent to do. The compliment to the press carries with it such responsibility as to cause the editors of the country to consider well what duty they owe in the enforcement of law and in the preservation of order.

The newspaper of today is becoming in the large cities a paying business as well as a medium of public information, and herein lies its opportunity and its peril. There is little temptation to the editor, whose paper is a paying business only when his personality makes it bring him bread and butter to regard his paper as "a vested interest" and to use it for becoming rich. The papers in the great cities with big circulation have the constant temptation of saying nothing about wrong in high places and of failing to do their duty as up-

holders of law. Mr. Jerome's statement that all the New York papers were controlled from the counting house was a libel on some as fearless editors as the world has known, but the question of how much influence the dollar has in controlling the policy of some widely circulated newspapers is one that, having been raised by a man as well known as Mr. Jerome, cannot be ignored by the men who make the papers and are responsible as well for what they do not say as well as for what they do say. A newspaper controlled by a counting house holds the same moral status in the community as the harlot among women. Therefore, the charge of Jerome was properly resented by the virtuous press of the metropolis.

What, then, is the duty of the press with respect to law enforcement, seeing that Presidents and Governors and Judges declare that Publicity is essential to upholding the dignity of the law?

The duty of the press with respect to lawlessness has become more difficult with the passing years. The new order of crimes and new varieties of sin are quite different from those in the old times when lawlessness was a rude and rough vice. Then you found its expression in the fighting and shooting of the frontiersman. It was personal and individual sinning and it was easy to say to the violator of the law "thou art the man." The man who held up the stage coach and rifled the pockets of travellers had to possess daring, courage, good marksmanship and nerve. It was open and had nothing of the stiletto, or green goods deception, or stock-watering, get-rich-quick of frenzied finance. Brave men could and did pursue the horse thief and stage robber, there was a pitched battle, and the bodies of the vanquished hung as trophies from the highest trees. The press of that day did its duty fearlessly and comparatively it was plain and easy. The sinner who took life, who stole property, who as judge was corrupt, the rich man who oppressed the poor was injuring some individual. He had a victim, and there was public indignation directed at the man responsible for the crime. How is it today in our changed conditions? "The tropical belt of sin we are sweeping into is largely impersonal. Our iniquity is wireless and we know not whose withers are wrung by it. The hurt passes into that vague mass, 'the public,' and is there lost to view. Hence it does not take a Borgia to knead chalk and alum and plaster into the loaf, seeing one cannot know just who will eat that loaf, or what gripe it will give him. The purveyor of spurious life preserves need not be a Cain. The owner of rafter tenement houses, whose 'pull' enables him to ignore the order of the health department, fordooms babies, it is true, but for all that he is not a Herod."

The modern sin is impersonal. The man who charges the public three prices for the necessities of life is neither seen nor known by name. He does not think he is a robber, for he is merely putting up the price to pay dividends on watered stock. He sits in a richly furnished directors' room and is in constant connection with his lawyer who enables him to soar into the twlight zone where he may violate the spirit of the law without fear of paying the penalty. Moreover this modern criminal who manipulates the markets to the injury of the many and "takes from the mouths of the labor the bread it has earned," is personally one of the cleverest men alive who gives to the widow, the orphan, and the church, and is a doting father and tender husband. He is so agreeable that it seems impossible to associatae him with putting up the price of beef to the consumer and pulling it down to the producer.

But measured by the far-reaching result of his stock-jobbing, stock-watering and influence in fixing prices, he is a robber besides whom the train-wrecker and the highwayman was an amateur. Where they boldly sand-bagged their victim and got $100, he, with lips as sweet as sugar and manners that Chesterfield might envy, relieves the helpless public of millions by shrewd evasion of the law. Or he gains tainted money by putting his agents and attorneys into public position to enact laws through which a four-horse wagon can be driven, to construe laws so he may escape, or be blind to the enforcement of laws. This modern law-breaker—(these "malefactors of wealth" as Mr. Roosevelt called them) take no chances. They try to control the four branches of government—the executive, the legislative, the judicial and the Press. If they control the Press, it is easier to control or silence the others.

When the Press is silent the corrupt and selfish new issue criminals feel perfectly safe. They can then more easily control politics and rob the people by subsidizing the Press. Corrupt politics can be traced to rich and respectable franchise grabbers, who deal with the Boss. In a recent article, Judge Ben. B. Lindsey, thus stated a truth that is true of every municipality cursed with graft:

"Criminals are born and criminals are bred, but the conditions of which they are born and under which they are bred in Denver are the same conditions that debauch our legislature, our judiciary, our press, our business life and our poor. I found no 'problem of the children' that was not also the problem of our parents. The young bud was blighted by the same corruption that infected the twig, killed the branch, and ate out the heart of the trunk. The rule of the plutocracy in Denver was the cause of three-quarters of the crime in Denver. The dependent and delinquent children who came into court came almost wholly from the homes of dependent and delinquent parents who were made such by the hopeless economic conditions of their lives; and those conditions were made hopeless by remorseless tyranny of wealthy men who used their lawless power to enslave and brutalize and kill their workmen. Legislatures, corrupted by corporate wealth, refused to pass the eight-hour law that would give the child's home a parent able to fulfill his parental duties—refused to pass the employers' liability law that

Josephus Daniels, Raleigh, N. C.

would save the widows from starvation and the children from the streets—refused to pass even a three-fourths jury law that would allow the poor victim of corporate greed to obtain a little pittance of justice in the courts. The saloons, protected by the political power of the corporations, debauched the parents and destroyed the homes of our children, and the protected gambler hunted and preyed with the protected saloon. I could not do my duty toward the children without attacking the conditions that deform the lives of the children. And when I tried to do this the beast replied: "Then you shall not be allowed to save even the little children!"

Public exercration is heaped on the corrupt Boss by a portion of the Press, and the Boss should be driven into outer darkness—and yet how often is the rich franchise grabber held up as the man worthy of emulation, when he was more guilty of stealing the streets of the city from the oliant political Boss!

What is the duty of the Press with reference to such malefactors? I am now referring to the unsubsidized press, which includes most of our journals. It is lamentably true that as the owners of street cars, water, lights, railroads, trusts and all corporations affected by law or government, have seen that Publicity is greater than Law, they have reached out their hands to silence or buy the medium of Publicity. While most of the Press has refused to sell out, be subsidized, or be silenced the campaign for the control of the Department of Publicity has not been a failure, and there are papers charged with the duty of protecting the public which are engaged in the ser-

vice of violators of the law, and which join hands with shrewd lawyers who sell their talents to help their clients continue their lawless practices, control City, State and National legislation. The worst of it is, not that there are such papers, but that they wear the livery of heaven in which to serve the devil and do not disclose their ownership or the secret spring that is responsible for their unpatriotic course. These papers are generally very severe upon evils other than they are set to protect from the penalty of violated law and they often raise such a hue and cry against some small evil as to divert public attention from their insidious making public sentiment for their client. A lawyer may properly appear for the worst criminal, but no honorable lawyer can honorably accept retainers without disclosing the employment and even then neither can honorably accept pay for trying to control public sentiment to condone a crime.

There are very few papers that are the subsidized active partisans of the rich violators of the law. There are more that are retained to suppress information and facts that would injure the corporation that is in control of the paper. If any man can come into a sanctum and say, "Don't print this news or fact because it might injure my company"—if any sanctum is so controlled that paper has sold its birthright.

The exposure of the Tweed gang in New York and the punishment of Tweed was the most healthy service the press had rendered in teaching a needed lesson to corrupt bosses in that generation—courageous men of both political parties united in the long and tedious task of bringing the public enemies to justice, but the agency that did most to put Tweed behind the bars was the vigilant New York press. The New York *Times,* then under the editorship of George Jones, a prince in the house of journalistic Israel, led in that noted fight for the public. His paper had secured the most important evidence against the Tweed ring. They knew he had the evidence. Through smart intermediaries this editor was approached and every effort was made to induce him to suppress the evidence culminating in the offer of a very large sum of money not to print it. "The evidence belongs to the public," said Mr. Jones, "and if I sell it, I am a thief." He recognized that suppression in a matter of that kind was becoming a party to the crime against the public, and George Jones wrote his name high among the immortals as did the public men who had also been leaders in the anti-Tweed crusade. Some of the men who rendered this notable service were given high and deserved honors by the people. Mr. Jones received the reward of his conscience and made lasting character for his paper—the only two rewards to which the consecrated public journalist aspires. Mr. Tilden, who obtained the position of Governor of New York because of his signal service in exposing and convicting the Tweed ring, saw the chief foe of law in the rich violators. He said he was often compelled to look into the cases of boys sent to the reformatory and added:

"When I have compared their offenses, in their nature, temptations and circumstances, with the crimes of great public delinquents who claim to stand among your best society and are confessedly prominent among our fellow citizens—crimes repeated and continued year after year—I am appalled at the inequality of human justice."

In the Spanish-American war, the men who sold tainted supplies to the brave soldiers who were exposing their lives to uphold their country's honor, were none the less criminals and traitors because by their use of dangerous preservatives and spoiled meat their only motive was inordinate greed. It was the vigorous publicity that put an end to this method of poisoning the soldiers, though no example was made of the purse-proud men responsible for the crime against the men in the field.

The people of this country have been "the complacent victims of a system of plunder perpetuated by men, many of whom are model citizens in their private lives, but who, as members of a corporation, suffer from a curious moral perversion." The public domain has been the prey of these men and long before we heard any talk of national conservation, the faithful public servant who tried to protect the public lands, the forests, the minerals from the corporations and individuals who were bent on getting them for a song, has been met at every hand with "every embarrassment that human ingenuity could devise," to quote the late Ethen Allen Hitchcock, Secretary of the Interior, who said:

"I regret to say all my efforts to release it [the public domain] from the grip of its despoilers have been met by every embarassment that human ingenuity could devise; powerful influences have been concerned and they have not hesitated to aggressively assert every agency they could command to weaken the hand of the law; even the local land officials have been subservient to their purposes, and their machinations seemingly have at times not been without paralyzing effect upon the machinery of justice."

He wrote Mr. Roosevelt calling his attention "to the grave difficulties which beset the administration in any efforts it may make to rescue the public domain from public peril," and died after his resignation, but not until he had written of "the bewitching spell" exerted by the interests on the officers of the law and "the inadequate penalites inflicted by the courts." For himself he declared that all persons engaged in "inordinate greed look alike to me, except that in any view the higher the offender the greater the crime against society and law, because of the force and the influence of the higher example."

All graft is lawlessness in its last analysis, even if it contravenes no special statute. Our country is honey-combed with it. It is seen and felt more in city administration than elsewhere, and is apparent more in the work of "commissions" than in elected public officials. Here is a sample of the graft, which cannot be reached by law, and can only be remedied by Publicity, as given by the New York *Evening Post:*

"Three commissioners to condemn property for a grand boulevard in the Bronx nursed the job fourteen years, getting a fee of $100 a sitting, $6,000 a year, or in all, about $84,984 apiece for valuing property worth $2,191,921, thus adding more than 10 per cent to the cost of the land."

Mayor Gaynor signalized his new administration by calling attention to these extravangces, which should be called by a shorter and plainer term, and appealed to the judges who name the commissioners to stop this abuse. "Commissioners," said the Mayor, "sit for months to do what could be done in a day." The most sensational statement of how graft has become mountain high was made only a few weeks ago by Justice Howard, of the New York Supreme Court, who declared from the bench "at least forty per cent of all the money appropriated for public use is lost in graft." The learned justice of the Empire State may have put the proportion too high—certainly he did if he has reference to the smaller States—but he evidently had reference to the State of New York, and his remarkable statement, delivered from the bench, shows that graft has a maw so large as to call for judicial rebuke and excoriation.

There are those among us whose zeal and enthusiasm are exhausted in securing the passage of a law directed at an evil. As soon as they have seen a law fixing punishment for the crime they hate, they go to sleep and think the law will enforce itself. The need is not for a multiplicity of laws, or new laws against wrong-doing, but such public sentiment as will compel the enforcement of every law on the statute books. If we once admit that it is in the right of an executive or judicial officer to enforce or not enforce a law, we have legal anarchy. The laws are made to be enforced. If they are good laws, enforcement will bring about good results. If they are bad laws, enforcement will secure their repeal. The non-enforcement of laws not approved by officials has done more to bring about lack of faith in law than all the lawlessness and preaching of anarchy. This is true, even though the motive be the best and the purpose one that many of the wisest men approve. This is best illustrated by the action of President Roosevelt in the matter of the absorption of the Tennessee Coal and Iron Company by the steel trust. Under the opération of the Sherman anti-trust law, which had been invoked to secure the dissolution of the Northern Securities Company, and for which Mr. Roosevelt received merited commendation, the steel trust could not obtain the ownership of the Tennessee Coal and Iron Company. But, when the severe panic of 1908 was at its height, prices tumbling, banks unable to meet their obligations, and the country in the throes of ruin—in that condition of affairs influential bankers convinced the President that if they were assured that the executive would acquiesce in the violation of the law involved in the transaction, the rigor of the panic would be averted and confidence largely restored. If the steel trust were permitted to buy the stock of a competitor, the President was told, that one transaction would go far toward relieving a big trust company in distress and helping the general situation that was acute and was ruining many business men. The President feeling that in a national crisis the end justified the means, for the purpose of trying to end the panic, consented. His motive may have been good and certainly many approved it; nevertheless, it was a usurpation of power and a violation of law for the Chief Executive to consent to a known violation of law even though he believed it would promote the public welfare. If a good President, with no motive but the

public weal, may thus enter into agreement with one giant concern to violate the Sherman anti-trust law—or any other law, for that matter—we have a government by one man and not a government by law. More than that: we have a government that may be prostituted to favoritism if we should elect a president who would suspend the criminal law to serve the interests of the few.

Though the chief duty of the press, raised to the high station of Department of Publicity in law enforcement, is to be directed to the crimes of cunning and graft by the rich and powerful, it is to cry aloud and spare not for the enforcement also of the laws against violence. During the year 1909, according to the statistics kept by the Chicago *Tribune*, there were 3,103 deaths in the United States from personal violence, except suicides and lynchings. This was a decrease of 849 over 1908. It must be borne in mind that this record does not include merely those cases which are usually classed as murder or homicide, but every form of violence, and that the subject classification is a general one in some respects, particularly as to deaths arising from quarrels. It is impossible, without official records, to subdivide quarrels under appropriate headings, the various causes of these deaths having been reported as follows:

Quarrels	4,252
Unknown	750
Liquor	689
By highwaymen	897
Jealousy	573
Infanticide	335
Highwaymen killed	108
Resisting arrest	102
Insanity	218
Riots	27
Self-defense	80
Strikes	21
Criminal outrage	52

A significant feature of these figures is the increase of murders by highwaymen and thugs, being 185 more than in 1908. During the year there have been 59 double, 11 triple and one quadruple cases of murder.

During the same period there were 107 judicial executions. The number of lynchings or summary executions were 87, a decrease of 13 over the previous year.

In London last year, with its six million people, the police reported only twenty murders.

The failure of the law to punish is a national disgrace. Our boasted civilization is marred by this disregard of life. The reduction in the number of killings and of lynchings in the year 1909 is a healthy sign, but the fact that nearly four thousand persons lost their lives by violence should give us pause. Even more serious is the failure of the law to reach and punish the men guilty of the killings. Only 107 legal executions is a sad commentary upon our laws and our enforcement of law. It were better that the 87 crimes avenged by lynching should have been numbered with the others that escaped punishment than that crime should be avenged by crime. The worst indictment of our civilization is not that 3,800 people came to violent deaths in one year, but that only 107 of the criminals were executed by process of law, and that in 87 instances crime was added to crime by the lynchings that shocked the world. The duty of the press is to preach devotion to law and the orderly process even if the courts are too often impotent. No paper should condone lynching because the courts fall down, even though lack of respect for the judicial tribunals is one of the causes that works for lawlessness. The hope is in such earnest and persistent holding up the stigma to the American people that men who do murder shall be punished and that public sentiment will make itself felt so powerfully that human life will not remain so cheap. The other bloody and brutal crimes that mar our humanity need the stern hand of law to deter law-breakers. Above all, there is needed such a return to the old idea of justice of the goddess who is blindfolded as to end the too frequent miscarriage of justice if the guilty party has money or influence. So rarely are the rich or influential convicted of crime, that in some sections it is a common saying that the penalties of the law are made for the poor and the humble. During the past few weeks those who had begun to fear that the rich violators of law could break through the strongest legal net were made to feel that they were wrong when John R. Walsh and Charles W. Morse were placed in prison. Walsh was convicted of misapplication of bank funds. It required three years after the indictment before he entered the prison doors, and Morse who was indicted in December, 1907, for misapplication of bank funds, extension of loans and falsification of bank entries, was able to postpone his sentence until a few weeks ago. Even now there is a feeling that through some legal technicality they may be released from prison through an issue raised by Heinze, indicted in New York for "wilful misapplication." Counsel for Heinze have moved to quash the indictment on the ground that there appeared before the grand jury a person not authorized by law—an expert accountant—who assisted in the examination of witnesses. The presence of the accountant was necessary and if the courts should listen to this plea, the very refinement of legal ingenuity, the attorneys of Morse and Walsh will likewise seek to escape by this loop-hole. But for the publicity given by the press to these crimes by these bank officials and their following up the case at every step, it is not probable that either of them would have gone to prison. Prosecuting attorneys know that it is comparatively easy to convict while the crime is fresh in the public mind, but that if a long time elapses before the trial, unless the press keeps up with the case, convictions are very difficult to obtain.

The Department of Publicity needs to do two things first of all:

1. To make known the record of public officials and day after day to so focus public attention upon public officials who are derelict, as to compel the official to perform his duty or to cause the people to drive him from position. The public has not given enough thought to the lawlessness of men in office. The man who takes a public salary and does not perform the duties of that office is an embezzler, and a worse embezzler than the man who merely takes your money. The thief who takes your money merely injures you to the amount of his embezzlement. The public officer who, elected to carry out the law, is blind to the crimes of his favorites or to the interests of the men who put up the money to elect him, is a criminal of the type who poisons the spring at its source. Publicity is the only remedy for the recreant or corrupt public official. Too many officials, who are honest, find it easier and more popular to do as little as possible. Therefore, if the press lets the people remain in ignorance, these unfit officers make no enemies as they would be sure to do if they vigorously enforced the law without fear or favor. The press must save the country from inefficient, two-faced and corrupt officials.

2. The second duty is to arouse the bar, as well as the public, to its duty. Every lawyer is a public officer whose first duty is to society. Bar Associations must be urged to enforce the old-time and honorable ethics that gave the profession its eminence. Too many shysters and trust lawyers, whose only object is to enable their clients to go as near to violating the law as possible without having to pay the penalty of actually violating the law, have come into the profession. To preserve its high standing the bar must stand with the press in ending legal chicanery.

The best and ablest members of the legal profession, including a majority of that honorable calling, see and feel the need of improvements in the law as well as in the enforcement of the law. During the present year the New York bar association has announced that its committee, after eight months of careful study, had agreed upon 48 recommendations to be incorporated into bills and introduced at the present session of the Legislature. The purpose of the reforms agreed upon, it is explained, is to eliminate the technical causes for delay and appeal, and thus, by relieving the congestion of court dockets and closing a number of flagrant loop-holes for the escape of the guilty in criminal cases, better to insure the administration of justice and to expedite its processes.

In a recent address to lawyers, Hon. Richard Olney, an ornament in the profession, regretfully admitted that the lawyers did not stand as high as formerly, and said the reason in part was to be found in the "dominant materialism of the day," and because "its members do not bear in mind the public and fiduciary nature of their calling," and he quoted from an article in a widely circulated magazine a statement of the career of a successful lawyer of our times thus:

"For many years in the enjoyment of a successful and fairly lucrative law practice, he had of late become more and more closely identified with the business affairs of a very large corporation, the president of which had entrusted to him the planning of some of its most important ventures; ventures, indeed, in a legal sense, which involved all concerned in a complicated network of moves approaching more and more inevitably the limits of the law and requiring correspondingly more and more exercise of legal acumen and agility to avoid disaster.

"He did not like the work, although he knew it to be the work of most prominent lawyers and the practice of most successful corporations. The watering and rewatering of stock, the violent and ruthless crushing of competition, the control of trust funds for private enterprises, the influencing of legislation, were as much a part of the daily routine of the affairs of his company as paying the wages of 30,000 employees every other week or the installation of a new plant."

This pen picture of the successful corporation lawyer—who has sacrificed the old-fashioned high ethics of his profession to devise schemes by which his employer may debauch legislatures and water stock by "legal acumen and agility"—particularly "agility"—was recently illustrated by the plaint of a New York lawyer of national reputation who said: "In former times our rich clients, who wished to engage in big transactions, would pay us the tribute of asking: 'I wish to do so and so, is it legal?' and we would look up the law and tell him whether what he proposed to do was legal. He has so far lost respect for our profession that he now sends for me and says: 'I have done so and so. Make it legal, or fix it so the law cannot reach me,'" and the lawyer who declines to use his "acumen and agility" to do what his client wishes will lose the best paying practise. Unfortunately the temptation has been so great that many have succumbed to it until Elbert Hubbard says:

"No gigantic theft ever occurred, such as stealing a railroad or a town site, or a monopolizing franchise, but the lawyers had both hands in the rake-off up to their elbows. Were lawyers abolished to limbo, stealing would then be limited to lifting portable things but now men wrest from other men the rights of generations unborn."

The remedy? There is but one. Publicity. Whenever the press informs itself accurately and publishes the whole truth of such enemies of their profession, the public and the better class of lawyers will make their successful trickery impossible.

Let not the press feel that every public official, who says that dependence for law enforcement is publicity, is actuated by a desire to elevate the influence of journalism. On the contrary, there are public officials who desire to run along the lines of least resistance and do as little as they can. They, therefore, find it an easy way to escape doing their full duty by seeking to unload their responsibility upon the newspapers. The press is a splendid whip to "haud the wretch in order," but it cannot inflict penalties. A law without a penalty is impotent. The office of the press is to be a solicitor and prosecute and compel conviction; the function of the judge is to pronounce sentence. Prosecution is ineffective unless the sentence is imposed and carried out. Therefore, the press is a precursor of the stern measures of the law, but does not take the place of Law.

I had hoped to give object lessons of the important services rendered by American journals, daily and weekly, in both preventing crime and securing law enforcement. There is not a town or a city that cannot tell the story of some brave editor who has risked his life to uphold the majesty of the law. Some have sacrificed their lives in fighting for needed reforms, and within ten years two Southern States have erected monuments to the memory of two brave editors who were cruelly done to death because they dared to expose bad political methods which stood in the way of moral reforms. Some day the story of what courageous editors have done to protect the public and uphold the law will be told and put in permanent shape for the emulation of men who come after them and who will need the stimulus of the brave deeds of illustrious journalists to stem the tide of commercialism that threatens to drown the higher mission of journalism. I venture to suggest that this Association can make no contribution to history that is more needed or that would have keener interest than for your new President to name the most capable editor in every State to write a paper for the next meeting on the most signal service rendered by the press of that State in Law Enforcement and the Protection of the Public. It will be a story of men battling often alone for the Right of Man against Greed and Wrong in high places; many of its pages will be illumined by the deathless deeds of men who sacrificed all that most men hold dear to uphold the majesty of the law and secure justice alike for high and low; and some of its pages will be crimson with the blood of as glorious martyrs as ever went to the stake for their religion. These stories will serve to gird the younger editors with strength in the hour of endurance and will lift our profession to the plane of service and sacrifice—the high place that alone makes it the most useful of all callings.

The Editor's Opportunity

BY JOHN CLYDE OSWALD, NEW YORK

WE are met at the completion of our first quarter century, at a time in the world's history when the forces for good seem to be more in the ascendency than ever before; when the question "Is the world growing better?" can no longer be reasonably be asked; when, on the contrary, on every hand, in every country, and especially in our own country, there is evidence that the world has grown, and is growing and will continue to grow better and better as the years come and go

But I shall not take up your time with a review of the conditions because of the existence of which we are entitled to congratulate ourselves. However much there has been accomplished there is much yet to do. We are still a long way from the millenium. It is more important to take a look, even if necessarily hurried, at the tasks that yet remain to be performed; to consider wherein we, as editors, can further contribute to this great work of helping to make the world better.

Those of us who read history know that during the ages that have past, the boundary lines between kingdoms swayed back and forth, and the limits they defined were expanded or contracted, according to the strength of the respective rulers who occupied the thrones. War was the game at which all kings played. Millions of lives were sacrificed, billions of dollars worth of property were destroyed, all to no purpose save to gratify the thirst of a king for so-called glory and power and of a people for blood. We call that stage of history barbarism. It can never come again.

Now-a-days, we as nations do not ruthlessly spring at each other's throats, determined to conquer or destroy; but we do the next worst thing. Altho we do not waste our energies in international offence; we waste them just the same in defense. "In time of peace prepare for war." Instead of keeping war behind and forgetting it save as a characteristic of a barbaric age, we keep it ever ahead and in mind. The tremendous waste goes unceasingly on Think of what could be gained to the world if the billions now spent in the up-keep of the forces of destruction were devoted to those of construction. Think of what it would mean to this country alone if the comparatively small expenditure of four hundred and seventy millions which our army and navy and pensions annually cost could be devoted to the upbuilding of things that make for permanent improvement. Do you know that 72 per cent of our total revunue last year was spent on wars that are past or may be expected to come? That four nations alone spent a billion dollars for the same purpose? Think again how many hospitals and art galleries and parks and play grounds could be provided with that immense sum! War has no place in civilization. It must finally pass away.

Let us turn from a national to an individual matter. Next in its appalling consequences to the scourge of war comes the scourge of disease. Twenty thousand deaths in the state of New York and 138,000 in the United States every year from tuberculosis alone; Professor Irving Fisher, of Yale University, says that there are now living in this country 5,000,000 of people who are doomed to die from tuberculosis if something is not done to prevent it. Think of it! And typhoid follows hard after with its hideous total. They are at work all over the world and their toll is tremendous. Why? What causes them? Dirt, nothing but dirt; filth of habit and habitation; failure to accept the cheapest of God's many blessings, fresh air and sunshine. Consumption and typhoid will in time follow the plague and cholera and yellow fever into oblivion. They ought to disappear in ten years and would if all mankind could immediately become possessed of the knowledge of how to live correct and useful lives and would act according to the knowledge.

And with tuberculosis and typhoid should go another and more terrible scourge, the saloon. Future ages will wonder that we of this age, knowing the facts about preventable disease, passively permitted the condition to continue. They will do more than wonder, they will condemn us for this demoralizing condition that exists, not because of our *passivity,* but because of *activity,* in its behalf. Chicago alone spends one

hundred millions of dollars every year in the retail liquor traffic. There are eight saloons there for every five grocery stores. I once counted on a single block, without intervening buildings, thirteen saloons. In another part of the city on two streets joined at a corner, but without intervening buildings, I counted seventeen saloons. There are saloons on practically every business corner of the city, and Chicago is only typical of other American cities. Conditions as bad prevail in all sections save those in which a prohibition wave is at present in the ascendency. I was not looking for saloons in Chicago or for information in regard to them, or I might have come across instances much worse. Is it not a strange commentary upon what is considered an enlightened age, that we thus foster in our bosoms the adder whose poisoned fangs sting such a large proportion of us to death; that we work to get wages to spend for that which will eventually take away the capacity to earn wages; for that which stupifies the brain, nullifies energy, stultifies manhood, destroys the soul Misery, woe, suffering, death, these are sure companions of the saloon, yet save in districts isolated tho happily increasing in numbers, we have established it as a part of our social and political life, and have thrown around it the strongest legal safeguards to protect it.

That the saloon fosters crime does not admit of argument or denial. The trail of many ruined lives may be traced with certainty back to a beginning at the bar. This brings us naturally to the consideration of another indictment to be brought against modern society—our method of dealing with criminals —the seriousness of which is only just beginning to be realized. Crime springs largely from environment—it finds its birth in poverty—it is a matter of degree of temptation. Crime is a disease. The dominating idea of the penalty for wrongdoing in the world's history was *vengeance,* even to the seventh fold; then later came the idea of *punishment.* as a deterrent against repetition and a warning to others: only lately have we begun to learn that a better way still is that which leads to reformation; and, further, we see—dimly, it is true, but still we see—that so far as the wayward youth is concerned it is not a matter of reformation even, but of formation. Our present penal system does not eradicate crime, it perpetuates it, and provides for its certain increase. Our prisons turn out their victims with little prospect before them save that of a speedy return to prison. We do not give the man who has made a moral mis-step a chance to redeem himself: we take away his chance. Happily a reform is in sight. The indeterminate sentence, the parole, the reformatory, the training school for juvenile delinquents, the children's courts, the quality of mercy which is not strained——these point the way to enlightenment.

These are some of the things that keep us close to a realization of the truth that the millenium is not yet at hand. I might go on and mention many others of varying importance, but lack of time will permit the inclusion of only one more, which may be classified under that short and ugly word *graft.* There is graft that is public and graft that is private. Graft will be one of the last of these vices to disappear because it is still respectable. Prosecute the public official who accepts a bribe and you expose a banker or railroad president who gave it to him. The sympathy of friends is aroused; they rally to the support of both briber and bribed; they protest that agitation hurts business. . .

Corruption with us in America is largely municipal. "In only one particular" says the author of *"The American Commonwealth"* the greatest work on our government (and it was written by an Englishman)"—in only one particular have the American people shown themselves incapable of self-government and that is in their cities." Municipal government as found in America is scarcely ever to be commended and in most instances is to be unqualifiedly condemned. And why? Because most men do not do their duty as citizens. Bad men are not alone responsible for bad government: it is the so-called good man who is too busy with his personal business and social affairs to give the city the small amount of time required for the proper conduct of its affairs who is just as culpable. To be a good citizen means that one must give up an evening occasionally to attend the meetings at which are chosen the delegates that nominate the officers to be elected; to vote; to do jury duty; to pay taxes. Graft and corruption would disappear from our municipalities within two years if the *good men* were at the same time *good citizens.*

War, preventable disease, saloons, mistreatment of the morally deficient, municipal corruption— these are some of the things we now tolerate that should be banished for all time. Are they to be banished, and if so to what agency may we turn for the needed help?

To the church? The church is the great conservator of the morals of the community. But it is too busy in conversation to do much in blazing the way for new reforms. It teaches of the hereafter rather than of the here-and-now—it teaches how to die rather than how to live. "These are secular matters and not spiritual," it would say. It was the church that drove the Pilgrims from England to find a place in which to worship in freedom, and it was the church as established by these same forgetful Pilgrims that banished Ann Hutchinson and Roger Williams because they insisted on teaching humanity rather than theology; it was the established church that excommunicated Martin Luther when he exposed its shallowness and insincerities; it was the institutional church that executed Savonorola, the great orator of the Middle Ages, because he thundered against its oppression and wrong doing; it was the church, or what under the leadership of the Pharisees passed for it at that time, which crucified the Christ. No, no —the church has ever been too much concerned with its own affairs to go forward at the head of the great movements of the world. We may not look with certainty to it for help. And I say this the more readily because I am myself a member and

John Clyde Oswald

a somewhat active, tho humble and unimportant worker in the largest church of its denomination in the world and the largest in the city of churches from which I come.

When Savonorola attempted to spread enlightenment in Florence in the fifteenth century, his efforts may be likened to a flame that burns brightly and goes out. With his martyrdom his work was practically closed. When Luther in the sixteenth century swept away the clouds of superstition and darkness that hung over the world, he set in motion a force that went on and on, and will go on forever. And why? Because there had come into existence a new agency of enlightenment—the art of printing from movable types had been born. Previously only manuscript books could be had;they were too expensive for the common people and were in Latin, which practically only the clergy could read and understand.

All this was changed with the advent of the printing press and movable types. Then *real* progress began. No more could the forces of truth lie hid. People began to read, and what is more important, they began to think.

The evils that yet remain may be eradicated only by the spread of enlightenment, and enlightenment comes only with

the growth of the *individual*. China has lagged behind all other nations because the Chinese system of education does not comprehend the development of the individual. Children in China are taught to do exactly as their forefathers did. There is no looking up or out or into the future—all is introspection and stagnation. We grow as a nation, as a people, as we grow in individual character. That is the word—*character*. Whoever contributes to the upbuilding of the character of his fellowmen, contributes to the spread of civilization and the arrival of the era of the brotherhood of man.

Who then has the opportunity to forward this great work to such degree as the editor? Every day, in every way, the opportunity comes to him. We are essentially a selfish race, and any argument that attempts to turn men away from enchancing their personal fortunes falls on stony ground. I do not make such an argument. Go on with your work; go on with your money-making. All I ask is that the *emphasis* in your work be put in the right place; the emphasis to be on the things that are good and contributory to right thinking, and right living, and high purpose.

And I ask that this *emphasis* be not confined to the editorial page—that it shine forth on every page—in editorials, in the news, in the advertisements. A temperance editorial loses in effect when flanked by a whisky adv. Let us discard the trivial and retain and enlarge upon the thing worth while. There is power in suggestion, there is vitality in reiteration. Spread before the reader only brutality and vice and crime, and he is apt to forget there is anything else in the world. As a man thinks so he is likely to become. Hold up before him ideals that are high, and the plane of his own ideals will be elevated.

In ancient games it was the custom for each runner in the races to carry a lighted torch, and the prize was won not by the contestants who reached the goal first, but by the one who arrived with his torch still burning. So let the editor in his journey thru life ever carry a torch whose flame shall be the pillar of fire by which the way may be lighted for those who need enlightenment. Civilization is steadily advancing, but there is a mighty work yet to do.

It has been said that a truly successful man is that one who has lived according to the laws of God and man and of whom it can be said after he has gone, that the world is better for his having lived in it. If this be true, and I am sure you will agree with me that it is true, there is no opportunity to attain success in larger measure than the editor's. *Real* success that will enable him to say when his task is finished, as did the poet Stevenson, "I know what pleasure is for I have done good work."

The New Journalism

A. E. WINSHIP, JOURNAL OF EDUCATION, BOSTON.

(Read at National Editorial Association, New Orleans)

WE are not editors by Divine right. Journalism is as fickle as Chicago weather. A large daily paper was earning half a million dollars in dividends a little while ago, now it is losing something like half that amount. What has happened to one paper may with equal ease happen to any daily paper, may happen to any magazine. At a banquet in Chicago in January a Captain of Industry said that wealth-making trusts are not the result of law or the absence of law but of managers and that America is likely to run short on managers in a few years and then capital will be stranded. His idea of a manager is a man who can make combinations.

Poor fellow! Shortsighted speechifier! The audience howled and he thought he had said something, but he had said nothing because he had seen nothing. Combinations have never made successs. Rockefeller's success has not been in combining on the one hand or in crushing out competitors on the other. He has simply been the first man to do the right thing in a multitude of lines. Carnegie never crushed out rivals and never massed his plays, so long as he was in active business. His success like Rockefeller's was in being the first to do smart things.

Neither Rockefeller nor Carnegie ever tried to sell Valentines on the Fourth of July, or Fire-crackers at Christmas. Neither of them has ever done a thing that was not ripe for the doing, and they made their fortunes before the other fellows had their sidewalks shoveled off. I told no brief from Rockefeller, but the fellows he crushed were usually the fellows who would rather be crushed than to get up before daylight and take advantage of the dawn.

Journalism is merely an incident. Its future depends upon whether or not it is a slave, a master or a servant. There are representatives of all these today.

The Journalistic slave has an early death. Where is your political organ among the daily papers? Twenty-five years ago most great dailies were party organs, abject slaves. Where is there one today? Many of them sunk fortunes before they were emancipated. Any paper that accepts slavery at the hands of any interest or of the Interest, if there be such a thing, will commit harri-karri. Journalistic slavery is entirely out of date in the second decade of the 20th Century.

Journalism can never be a master. It occasionally tries this. In the effort to be emancipated from slavery some daily papers have tried to be masters, and fortunes have been spent in the effort. It is as great folly when they unite in any city to play dictatorship as when one paper tries to go it alone. Have you ever known a man to be defeated for any office under reasonable conditions, when every paper in the city or Congressional District opposed him? I have known many men to be elected for no other cause than that all the papers opposed him. When the people think the press is trying to boss, thy will show the press that it cannot. Every paper in Chicago fought Moxley wildly and his plurality was stunning. Every paper in Boston fought Fitzgerald for six weeks editorially, in the news and advertising columns and they elected him. The press is the servant of the public and must always be. William Jennings Bryan would have been elected President of the United States three times if he could have left the "I" out of his speeches. The country always went wild over him when he stepped forth as the servant of the people, but before he got far he told them just how they had got to do a lot of things in his way and then the end came. Theodore Roosevelt could say "I" ten times to Bryan's once but nobody heard it because it was always "we" in the echo. Journalism's future lies in its independence without running it in upper case.

There is never any permanent best in anything that is alive. You cannot crystallize life. The most brilliant crystal is as dead as an Egyptian mummy. This is an age of newness. Every age has been an age of newness either in the dawn or in the preparation for the dawn. To change the figure the real newness of the tree is when it is swelling in the seed down deep in the dark soil, and this is true of the noblest kind of newness. Every age of newness has been focused either on Nature or on Human Nature. At one time the world was revolutionized because some one discovered that it made revolutions. The eras of newness when Nature's secrets were unfolded were indeed great, but they meant little in comparison with those in which human nature is revealed. With human nature it is always an evolution rather than a revolution, always a revelation and not a discovery. These great advances are sometimes physical, sometimes intellectual, political, industrial and social.

Fifteen years ago no one in all the world's 60,000,000 of years had known the cause of yellow fever, now you stop it before it begins to buzz.

Socrates, Aristotle and Plato, Kant and Hegel, Hamilton and Locke, and a multitude of other famous names in mental science, philosophised and psychologized marvelously but not one of them did so much to make the mind dominate the body as has a woman in New England, and druggists have had to look to the soda fountain, cigar case, candy counter and toothbrushes for a livelihood.

Ten years ago a political party had some discipline but today insurging is the life preserver for most candidates of the dominant party.

From the earliest times we have made chains by welding one link and then another, but now they "mold" a chain and with no weakest link.

But the latest and the noblest era of newness is that of our own day where the moral force is dominant in all phases of life, when the cry for battleships is a dismal sound from the tombs—as much out of place as a funeral wreath at a wedding feast—when a battleship is the ghost of defunct statesmanship. Now that the boss and the machine have no fading echo even, when Platt alive is as dead as Quay en-

tombed, what forces are to lead the American public, a public, composed of 70,000,000 mature units, each a germ by itself, and these millions with the inheritances of every civilized, semi-civilized and barbarous people on the globe!

Who and what shall lead them? We are a rope of germs. There is not even the frailest thread connecting any two. No longer is there any assurance that a son will vote like his father any more than that he will follow his occupation, trade, or profession. You cannot drive, you cannot boss, you cannot even direct these 70,000,000 adult units. What can be done, now that you cannot herd them in political parties, and scarcely more can you be sure of them in church folds?

America has a new problem, a genuine problem as serious as to discover perpetual motion, or the Fourth dimension. Isn't it significant that the scholastic worthies of the noblest educational institution in the New World sat at the feet of an eleven-year old child to get the first presumption or suspicion of the Fourth dimension?

The public must solve this new problem, that is at once, industrial, social and religious, without any kind of a "key."

Will this leadership come through the voice or pen? It must come through one or other or both. The greatest possible force is conversation. If it were possible to have one-tenth of the men of the country talk intelligently and earnestly on a given subject for a week the entire public could be brought into any desired attitude.

All that the pen or public utterance does is to direct the conversation so that it may do the rest. The most brilliant oration ever delivered is an irreparable injury to any cause if it stirs up the opposition to vigorous, antagonistic conversation. Many noted political orators are gigantic failures, because they set fire to the conversational powers of their opponents. The successful political orator is the man who supplies his followers with a lot of things to talk about without inspiring the opposition. This is why a good story teller is usually infinitely better on the rostrum than the debater. He keeps the audience in jolly mood and friends and enemies alike pass the stories along because they are so clever. The pulpit has much to learn along the line of providing topics and a spirit of conversation. No theological furor, essay, art or cyclonic zeal count for anything if the sermon is not talked over. It may please a preacher to have his people say: "Great sermon!" "Just lovely!" "Oh, but you were great this morning!" These are expressions not worth the breath expended on them; but if two persons will discuss intelligently and inquiringly any vital feature of the discourse it means much to them as well as to the preacher.

Just now the platform, the lecture platform, is a notable public force in this country. Standpatters were wont to joke about Chautauqua statesmen, but they have not cracked that joke since the seventh day of January. It is no longer a joke. The platform, in summer and winter, has made the insurgent movement the power that it is. Political oratory is at a discount. There are a hundred popular lecturers, men and women, who have an income of from $5,000 upwards, and who each address 200,000 people annually. There is only one of them who has a drop of standpatism in his veins and he speaks it so cautiously that only very sensitive souls suspect it. Of these 100 there are 90 of them west of the Alleghenies, and of every million hearers, 900,000 are west of the Alleghenies, and not 50,000 are south of the Ohio. The insurgents are in the lecture-infested country. Kansas has 300 profitable lecture courses in the winter and fifty Chautauquas in the summer. Iowa has nearly 200 Chautauquas and innumerable winter lecture courses. Speeches at banquets are not now worth mentioning as matters of influence. There a man gets a few high-priced listeners who have always agreed with him, while at a lecture he will have a thousand or more, and at a Chautauqua thousands of the real people who pay their money for a real speech and don't waste their time on "Little Necks" and "Demitasse." The after-dinner speech is not talked about even in the dining hall, but the lecture is the topic of conversation for days. Now the press must take the place in print that the platform has in speech. It must discuss all live issues while they are alive.

It is already entirely clear that the sensational, spectacular exploitation of social sewage is a losing game. No influential and successful paper now magnifies these features Even accidents are not a valuable newspaper asset when overdrawn. The best-paying newspaper properties in America are the papers that draw all sensations mildly. The four-inch letters are no more and even red ink is retained merely as a curiosity, a sort of red light remnant.

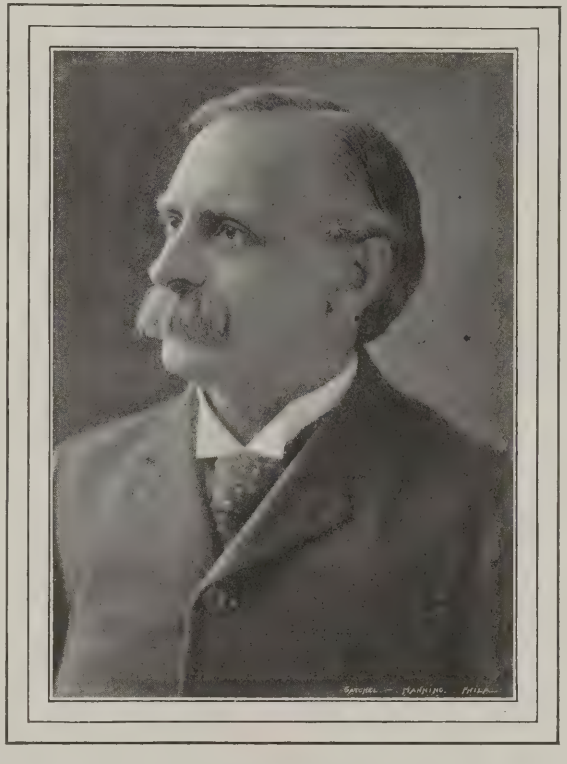
There are still a few papers with sufficient traditional patronage to enable them to live comfortably with their face to the nineteenth century, but the majestic journalistic successes are thrilling with real life, with the heightening glory of the dawn rather than with the deepening shadows of the twilight.

Journalism must accept the new responsibility of leadership. It must lead the conversation of the masses.

The daily press has a remarkable opportunity if it will accept responsibility, but as a mere newspaper it is valueless for influence. Any paper that is left in the car because a man can get all there is in it for him on the fly, may quote an immense circulation, but its influence is of no account.

The daily press must never have a political party, nor corporate wealth, behind it. There must be absolute faith in the people. It must represent all the people. It must be the first to see tidal waves approaching. One policeman in Chelsea in December saved hundreds of lives because he saw the tidal wave far out in the harbor and sounded the alarm. So the daily press must no longer be merely a chronicler of what has happened, but it must have the prophetic instinct to warn of danger and great coming events.

It must be absolutely frank with its readers. Talk of publicity as to political contributions, there is infinitely more need of publicity as to the forces controlling and directing the press. The counting room should control the editorial



A. E. Winship, "Journal of Education"
Boston, Mass.

room only when the management is big enough to see that the absolute respect and confidence of the public is the greatest asset of the counting room, and that such public regard can only come from editorial direction.

A prominent Metropolitan daily is now a vast institution requiring a million dollars in sight for its exploitation with frightful risks, requiring such business capacity to match financial responsibility that it is not easy to see how an editor can own it, and, if not, it is not easy for his personality tc dominate it or for the permanency of his influnece to be assured.

The magazine is in great danger of becoming an institution with the same conditions and limitations. Just now a Harvey, a Munsey or a McClure retains the combination of ndividual ownership and editorial personality and in them here is much of hope, but even here it taxes one's faith to believe that their present conditions will be permanent and it loes not tend to one's peace of mind to see a Ridgeway selling out his birthright for $3,000,000. If our fears are justified, then we must look elsewhere for permanent hope and promise.

The press, as it has been known and as we now speak of its influence, must be looked for, under such conditions in the weekly local or personal press.

It may be that as Bryan's "Commoner" was followed by a "LaFollette's," that in turn may be followed by a "Blind Idol," or "A Pitchfork," a personal message that is not expected to be a mint but merely a self-sustaining voice in the wilderness.

But even this can hardly be a solution of the problem. Whence then can we look? Possibly to the local weekly paper. This can rarely become an institution? It must be content to be virtually owned by the editor and edited by the owner, if not literally, it must be so to all intents and purposes. It will be read because it is local. If the distinctly local press of the country shall ever realize its responsibility, if it shall ever ring true and ring all the time, if it will accept its mission and be a message, it will be the one great force in America's progressive regeneration.

National Credentials For and a National Association of Newspaper Men

BY FELIX J. KOCH, TRAVELLING CORRESPONDENT FOR AMERICAN AND FOREIGN NEWSPAPERS.

PRESIDENT WILLIAM HOWARD TAFT was to be inaugurated at Washington, March 4th, 1909.

A Presidential nomination is, with the possible exception of a Presidential assasination or the death of a Chief Executive while in office, the greatest single news-story that can be put into print in the United States.

Newspaper correspondents not resident in Washington, and, very probably, those residing there as well, began making plans already in February, and some of them even earlier, to attend.

To witness the taking of the oath of office requires some form of card of admission, and preparations included application for these.

Correspondents used the logic of common sense which is suposed to be the basic quality for a good correspondent, and wrote the Committee on Inaugural of the Federal Congress. They asked that such as was necessary be sent them, or else that the letter be turned over to such committee as might have the press in their care.

By and by, under frank, came the reply, that Mr. Blank, a correspondent, had the matter in charge. It is not good newspaper ethics to criticize in print another newspaper man, so we omit the name, in presenting the case.

Mr. Blank, let us continue to call him, was written to, at once, but made no reply.

Time grew short and another letter was sent, with no result.

Time was getting short and the correspondents came on to Washington. To save hotel bills—exorbitant at this season—they timed their arrival there, for the day before the fête.

Then their troubles began.

The correspondent, put in charge by the American Congress to see to it that representatives of American newspapers and magazines, and visiting newspaper correspondents from abroad, secured place to witness the event, could not be found. In fact, at the coronation of King Peter of Servia the preparations for handling the press were better, even to including *billeting* correspondents in homes of the better class, where desired, than they were at the recent inauguration of the chief executive of the great American republic.

At his business office, they said the correspondent in charge was at the Capitol. At the Capitol they sent you to certain offices in the Senate Office Building, and from these you went back to the Senate Chamber, in hot-footed pursuit. And, meantime, you wanted to be out, getting side-lights on inauguration-time in Washington.

Telephoning, cab-service, notes and messages failing, you finally *did* chance on your man in a corridor only to learn that the resident-press came first of all, and then,—well, it was too bad, but all the cards had been issued.

Later, in the rotunda of the Capitol of the United States, the writer, come to Washington from Cincinnati to "cover" the inauguration for some twenty periodicals at least, bought a ticket of admission to the Senate Chamber, for ten dollars, gold, from a street gamin, who'd been given it by some Senator whose shoes he blacked frequently, to sell for what he could get for it.

In no country of Europe, of which we know would practices such as these be necessary. Even in Turkey, under Abdul Hamid, when a newspaper correspondent was open with the fact the he *was* a correspondent, they aided him in those things which should not be suppressed.

Blame for it? . . . It lies in the fact that there is in the United States no one recognized credential for a newspaper man, good from Maine to Oregon. Cards, in these days of cheap printing and often unscrupulous printers, anyone can print.

If you go to the South, print a card making yourself representative of some Northern papers. Who but will take your word for it . . . for the most part? Letter heads, . . . well, anyone can drop into a newspaper office and help himself to a few pages off some letter pad! As a result, wherever there are events of importance, the stranger to the town must go with his credentials to someone, have these passed upon, and secure the badge the particular occasion may require. Only then is he able to pass police and doorkeepers and the like and get about his work.

Nowhere else among the progressive nations is this true.

What it often means is best shown by examples.

Up at Chambersburg, Pa., the president of the National Editorial Association of the country publishes his paper.

Let us suppose that to-night a strike, a fire, some other holocaust should cause Chambersburg to be put under martial law. The commandant in charge of the troops leaves headquarters at seven for a visit uptown. He alone can issue passes through the lines.

A delayed train brings the newspaper correspondent from another place in at seven-ten.

Until nine to-morrow morning—and probably later if the commandant be a late riser, your correspondent must rely on data given second-hand, or on the friendly loan of some politician's press pass, before he can do his work. This because the credential he may show from New York or Philadelhpia or any other city, "don't go" with the sentry, who has orders to pass nothing not dated "Chambersburg, Pa."

In Europe they have mastered the situation nationally. In many cases international courtesy obtains, so that a press pass, as it is termed, issued in one country, will be recognized in another.

A newspaper man in Hungary, for example, obtains from the agent of the State railways, in his town or city, a pass over the roads. This is mounted in a case, and in that case is his photo. Photo and pass card lie so close that a federal stamp is pressed down with edges upon both. To imitate this stamp is as great a degree of forgery as it would be to imitate the currency of the country, and since the pass is invalid without the photo, and the photo must fit the user and must also bear a part of this stamp, transfer of passes, as was so frequent in the United States, until a few years ago, is unheard of.

Mr. Smith, the editor, can't loan his pass to Mr. Jones, the soap man, who has just placed a good ad with the *Times* instead of the *Post,* because the *Times* could loan him a pass for self and wife just now, while the *Post's* pass was out just now with Mr. Black the carriage merchant. If an attempt were made by someone, not in the photograph, to use the pass, the conductor of the train could not be sure but what this person was some spy of the railway service, testing him on this point, and the more said party tried to bribe, the greater would be his suspicions.

This pass is, of course, possible only where they have State railways—some would argue. Not so, however! Uncle Sam could issue some such credential, to be had, say like a passport, on payment of a dollar to cover printing, registering, etc., but only to be given to professional newspaper and magazine workers, who qualify satisfactorily say to the nearest District Attorney's office. It goes without saying that a professional newspaper worker shall be one who lives primarily from his pen.

When, then, the strange correspondent came into a city, in haste, to get certain data, when he wished to enter theaters, open freely to the qualified press, when he wished to attend aero meets, races, what not, there would be no bother. He steps to the door, shows this federal pass, with his picture duly stamped, and he is as easily proven as if sent by a local paper itself.

But, there would seem to be a simpler system still, one determining better who shall receive these cards, who not.

In the United States we have to-day a great National Editorial Association. It is presupposed that to join this marks

one as an editor—just as to join the American Chemical Society would set a man forth as a chemist or perhaps physicist, since the two are closely allied.

Why should not the annual badge of this national association be made a national open sesame from Atlantic to Pacific?

Why cannot this association, through each of its state associations which go to compose it, see to it that that badge is printed, say thrice each year in every paper large and small, in that State?

"The Badge that Gets the News."

CUT OF BADGE

The accompanying picture shows the new National Editorial Badge for the ensuing (or present year). It is good anywhere in the United States for pretty nearly any place the bearer wants to get in. Uncle Sam and all the State governments recognize it. It is the highly-prized insignia of the newspaper workers, and serves to get the reader of this paper much of their news."

This is interestig as a feature and can be readily run. Police become accustomed to it, doorkeepers know it

And then, why cannot each State association see to it that the municipalities in its state recognize it? Better still, have say the county commissioners in each county offically sanction it.

Then, wherever a man may suddenly drop in pursuit of news, he has at most to phone the nearest county seat, to get himself proven to be what he claims to be.

Let the treasurer's receipt be put on a stiff card and this set into a little pocket case, with slip at the other side for one's photo. And then let the two be stamped across with his seal, to prevent these badges being used by persons other than those to whom they belong.

But as things exist at present, the mere matter of membership in the National Editorial Association, it is to be feared, would not at all make folks certain that John Smith was a newspaper man, *per se*.

At a recent editorial meeting in the city of Seattle, arrangements were made with a certain steamship company, by which editors and their families should go to Alaska. It was not exactly a pleasue junket pure and simple, at least not in the steamship company's eyes, . . . Why should it be?

In consideration of a certain amount of advertising, a certain reduction was given on the rate. Fair and square business barter. I want advertising, you want something to write of; we'll exchange!

But in that company of "editors" there was a man who is by profession, openly a doctor, another man who is a dentist, but whose wife's father had a paper, a man who is a post office employee or postmaster, and another who is a banker. Be it said in justice to the latter—he claims a controlling amount of stock, I believe, in a newspaper.

On that line of argument, John Doe, owning stock in some mining concern, as who does not, is eligible to a convention of mine experts, and because spools of silk are often sent by mail, as newspapers are, the postmasters of silk spinning cities should be eligible to textile workers' associations. Meanwhile, such parties, caring little, necessarily, for what might be discussed—and who, perhaps, would often be floundered hopelessly in discussions necessarily technical—would be in attendance—as we have heard many admit openly wholly, solely—for the "good time," and to enjoy hospitality supposed to be given for future value to be received.

What is more, the practice is thwarting those who really come to enjoy this hospitality and reciprocate in value.

To give a concrete example.

When up at Banff with a N. E. A. party a few years ago, there was a drive to be taken, out to the buffalo yards and the moose-runs. We must secure our own conveyances—and so large was the company of presumed editors, that folks formed groups that the supply might reach.

One of the party engaged a vehicle with two gentlemen, neither one a professed editor.

They drove about, seeing not as one who is later to describe would see—stopping over and over and making notations, but as a tourist would, passing in hasty review this, that, and the other,

By and by, however, one of the two recalled that there might be mail at the hotel and suggested we hurry back.

When the professional writer would stop for photos it was permitted him to see that the others chafed at the delay. When he wished to await a moose's coming out the bushes for photographs, or asked to be driven farther toward the wild things, they fretted. They wanted to get back, and as it was two against one, the return was made to the hotel.

Half an hour later these two proud members of the press were on the porch of the hotel, reading newspapers from home, papers that had awaited three, perhaps four days for their coming, and which could doubtless have been delayed a few hours more particularly since free telegraph service would have apprised either one of the gentlemen, long before, of anything actually important at home! These were the men accepting railway, hotel, Board of Trade courtesies as *editors*.

That this state of affairs hurts the association goes without saying.

What respect would the public, would we writers have for the American Medical Association, the American Institute of Architects—if the doctors let laymen rule them, and the architects planned for safety as outsiders desired?

On one of the Canadian Railways a high advertising official told us, that it appeared to him that for three *bona fide* writers with wife and children present, there were at least a fourth to be ranked at best as friends.

The situation, now that it is on the gridiron, takes another phase.

Last summer there was with us a charming woman of another type—and she made no secret of her confession.

"I wanted to see the Seattle Fair and the Northwest,"

Felix J. Koch, Special Correspondent,
Cincinnati, Ohio

she said, " and thought that while I was so far from home"—(she lived in a Southern seaboard state)—"I would like to see something of Alaska.

"Of course we talked the trip over with friends, and the editor of a local paper was among this number.

"He had heard of the N. E. A. trip and said that if I went with the editors I would get many advantages which I could receive in no other wise. He told me I could represent his paper," and she laughed, "and here I am. Write? . . . . Oh, no! . . . . I'm afraid anything I'd write wouldn't hardly be worth the printing."

And openly she remarked surprise that a body of editors should permit so lightly of intrusions such as hers.

On another journey a dentist and his wife were our *vis-a-vis* in the Pullmans.

In the face of all this it must be admitted that the National Editorial Association is not a purely *Editorial* association, as the great body of American readers find us, on our swinging about the continent, the time when friendships, both business and otherwise, are cemented. When the editors reach the American populace or the Canadian, as it may be, and the people see them and come to size up the pedestalled "formers of public opinion" we are a company of

editors, plus this, that and the other, and we group the entire assemblage under our standard as *editorial.* Then we wonder that our badge has not as yet become recognized as a talisman the country over.

And now for the remedy, the reward of which will make the badge of the N. E. A. the *passe partout* of the country:—Already each State has its press association. Let our Executive Committee suggest that each of these begin the pruning there.

On the list of membership of the State Associations, members may be divided into three sorts—active, associate, and honorary. Possibly that is already done in some instances.

An *active* membership should be granted such person as is actually living from the pen-side of his vocations, alone. If the paper be run by a printer-journalist, and he have one man who attends the press—that pressman—good friend though he may be to the editor, should be no more eligible to an editorial association than is the city editor of a metropolitan daily, who doesn't know *fonts* from *ems,* to an international pressmen's union.

As one gets among the larger papers, one often finds the editor interested in other things beside his desk, of course. But it isn't hard to classify whether Mr. Smith be an editor more than a street railway magnate or a director of gas companies and the like. And if he isn't an editor, except as he owns stock and votes in directors' meetings, then he is not an editor at all. That should determine the point easily.

According to this, the State certificates, mentioned above, should be issued.

Honorary members may be such persons as have distinguished themselves along lines editorial or reportorial, or who have rendered distinguished service to the association, but who do not *depend* on the pen for livelihood. These may cast vote and pay dues as the others.

Associate members, if such should be formed, pay dues higher than regular members, since their reasons for membership must be great indeed that they will come into a body in which they have not their *greatest* interest. Too many out-siders,today, crowd the press clubs, simply to make their membership card a press-pass that saves in admissions many times what club membership costs. And beyond that there is little interest.

The cry arises, however, "What of members already in?" Give a time limit—say three years from date. After that time the rulings above given shall apply. This gives those unable or unwilling to conform ability to withdraw. Or, if it be not feasible to drop them, then it will at least govern those coming in thereafter.

If Brown or Smith joins a plumbers union or association and then gives up plumbing as a means of livelihood he is either dropped or finds it to his interest to drop—does he not? Why not the same things editorial? It is not interest in the newspaper craft that holds the outsider to it, it is the perquisites which come along with the membership in the press! Last year at one time I am told there were four practising physicians in the National Editorial Association junket. Not one of them editor of a medical paper at that. As old Li Hung Chang would have said: "Why are you here?" And what would they have answered?

Until we purge ourselves of this, we cannot bring in the plan of national recognition for our badges!

Let it be resolved by this meeting that the several State Associations be called on, each at very earliest meeting, to make its membership comprise more fully actual editors and no others and that it limit itself to *bona-fide* editors in its delegates to the National. That only such delegates and their wives and children, be eligible to attendance at meetings, and to participation in the subsequent trips.

With this status acquired, let the given State Press Association call on each State Legislature to officially recognize its badge as being good to pass any and all police lines thrown out by or in the State. With the badge should go a credential, accompanied by photograph, the two to be stamped by say the County Clerk, in order that it cannot be transferred. Any person using the badge must, on request, present this stamped certificate, and photo and bearer must tally.

With the power of the united press of the State asking, and no reason not to grant, what Legislature would even ever ask a lobby for this?

In the cities the badge would replace the varied ones, of different papers and press associations. It would admit anywhere and without question other than a peep at the photo.

We would have a *national* association with a *national* badge good everywhere.

It is respectfully suggested that motion be made at this meeting to attempt such action as will make the badge of the National Association a passport throughout the land, perhaps by referring to committee with power to act and to draw on the treasurer for such slight funds as required.

Advertising and Exploitation

ADDRESS BY JOE MITCHELL CHAPPLE NATIONAL MAGAZINE, BOSTON, MASS.

(At National Editorial Association, New Orleans, Feb. 10.)

LET us first agree that modesty is present—or implied in the editorial "we." With his back toward the people the editor fronts about to his desk to analyze public sentiment, blazing forth now and then with a conviction that impresses his readers. He believes in his pen, but finds himself helpless in writing an advertisement for his own product. The entire essence of every successful career or venture in a commercial way centers around two well-worn words named in the dictionary as "advertising" and "exploitation." Merely mention advertising and the editorial mind looks upon that as a function purely and exclusively commercial, belonging to the mundane merchant. He writes a bitter and graphic anathema against the Sultan of Sulu as a disgrace to his race and with impunity takes a fall out of public men whom he has never met or even seen; but he would disdain to write a leader convincing his readers that John Jones, the advertiser whom he does know and has met face to face is a man who deserves patronage. Consequently John Jones tells his own story in big type and in page space. He makes money, builds up a business, and in many instances, becomes better known to the readers of that paper than the editor sitting in his sanctum moulding the destinies of the human race. The editor will confess that the advertising is the barometer indicating not only the success of the business department but the success of his editorial work. And yet he does not seem to understand the fundamentals of all modern success, which in some way is associated with that one word, "advertising." No profession, trade, or calling so little understands advertising as the men who make the papers that sell the product known as advertising. They are so close to their publications that they overlook what advertising means to themselves. For in selling a product, one ought not only to know about it but to understand some of the test cases. Go over the list of successful newspapers and periodicals and usually you find that they understand two things thoroughly—advertising and exploitation. Do you know of an editor who can sit down and tell the story directly and simply as to why he wants more business? The advertising instinct is basic, and exploitation implies the knowledge of producing the right stuff at the rght time—in other words, "Making it go."

In the dawn of my career as a newspaper man I discovered my self in a small village, with an army press, a few fonts of old type, surrounded by broad seas of rolling prairies, occupied by settlers in sparse sodhouses and claim shacks, on the pre-emption or tree claim. The circulation was as the settlers, the entire edition was carried in arms to the postoffice, as a nursling infant. The first impulse, while setting locals at the case, was to include the name and some news concerning every settler within ten miles—making every vote count. After the names had appeared in the newspaper there was a "follow up" visit. It was slow work but subscribers counted and the editor was learning something on which to write and ascertained the difference between the whiffle tree and a cottonwood on a claim. As a rule people appreciate that which costs them something. When the good old friends asked, "How much is your paper worth?" My modest reply was, "The paper may not be worth much, but it will cost you $2 a year in potatoes, pumpkins or anything on which an editor can live." Even in those drought years and hard times, the farmer was always ready to bring in the sustenance for the editor as well as to the minister. Advertising among those people meant more to me than merely to convey the knowledge of my existence and the old land office on Broadway. I wanted them to like the editor, for advertising is nothing without confidence. There

never was a dull week in that village, even every gathering at the drug store and postoffice found a young editor there with his ears open, searching for the material to fill the yawning local column. If there were not names enough on the poll list, every one mentioned by way of reminiscence in far-off cities, in the adventures of early days, was given the distinction of a "local mention." Every home within a radius of ten miles had a copy of that newspaper, because it was advertised. The readers, talking over the items in the paper at home, were the strong factors in the advertising development. Merchants in distant towns realized the effect of this potential advertising, when the people always seemed to be ready to mention "our paper" in doing their trading. Twelve distinct and separate business houses, the entire number in the village, were represented by twelve separate and distinct advertisements enclosed by border rules. The barber and baker never failed to send "back east" a copy of the paper, containing their ad, written by the editor, and paid in shaves or loaves, with a double mark around the local mention of some incident associated with their establishment. Suddenly it was discovered that more advertising was coming from surrounding towns than could possibly be produced in the small village. The editor was more thoroughly advertised than the good minister, who was faring badly on an unpaid salary. A suggestion to the parson, along the lines of advertising—his exploitation, payable in subscription due bills for the contribution box, resulted in filling the church-schoolhouse, adding a much-needed revenue and more frequent "pound socials" at the parsonage.

These incidents are mentioned to show my appreciation of advertising as a fundamental necessity, in every newspaper office, no matter how small or how pretentious it may be. In plain English it is knowing how "to compound our own prescriptions." Advertising is a matter of temperament, and when it reflects directly the personality of the exploitee, it is a pronounced success. Ever since this time, it has been a custom in our office to keep our readers informed as to the things at this office. When we put in Miehle presses, amid the unusual *hum* of those machines, the editor writes to the readers. When the almost human Monotypes were installed and the spools reeled off, like a music box, the editorial utterance at express speed, the readers knew about it. The records made in really setting type of the good old standard kind by machine and permitting editorial license in correcting proofs, we rejoiced again in the modern triumphs associated with the "art preservative." Then there was the Dexter folders with almost human finger tips, the Cross folders, the Boston stitchers, the Seybold 20th Century cutter, giving the magazine a fresh hair cut every month. The Durby desks, the Wallace addressing mamachine, the Bruce-Macbeth gas engines, the double magazine Linotype with which have been associated the great development of the Metropolitan dailies. Every machine was like the furniture in the house. We grew to love and reverence, associated with tender memories. And then our workers. Every time I return there is a speech—telling them what I have seen and done in trying to sell their work in a nation's wide market. In our mail we find checks from every State and county. On New Year's Day I was presented this diploma signed by every member of the National family at home which I prize more than any college degree and which was read with tears of gratitude, for it is a signed pledge of loyalty.

If all the people in this country just knew how to spend money legitimately, on those things which are worth the price asked, and we could show them what they really need, believe me there would be no haggling of price—neither would there be any bargain counters or bankrupt sales—the opportunities of the few that are paid for by the many. What we need is a campaign to educate the great American people in the art of Buying. Many changes are going on, and many more are coming, and what we ought to concentrate upon is how to prepare the minds of the people and teach them the value of articles offered for sale. The appreciation of advertising involves the discrimnation between good and evil, between false and true, as well as the benefit that a particular individual is going to obtain for his money and make the most of his life. The man who carefully studies advertising will in time find out how to live—what to drink, to wear, to eat, and where to go, and—most important of all—what to read. All this means that advertising is the sheet anchor of the future, and very few large firms now dare to undertake any business without a distinctive publicity department. The United States is a nation of readers, and offers, therefore, a wide and productive field for the advertiser. And there will be no increase recognized in postal rates that have made this condition possible. Uncle Sam makes no steps backward. When times are good, it is easy to gain the attention of the people, but hard times arouse the thrift of the workers and then comes the opportunity for an advertiser to display his greatest power. This is the time when the merchant discovers that the best thing he can have is the friendship of the people.

Carrying out this idea of friendship—the most valuable thing in the whole world—

"Friendship, a name deep written in the heart,
By cares of life, may seem forgot;
But brush aside the mists of years,
With memory's hand, 'mid fallen tears,
And—lo, 'tis there."

Every year there will be a closer friendship among all the people who read and those who are connected by advertising as a business. Not as a mere safeguard against fraud and deception, and still less with a view to leaguing together to defraud or overreach the public. The idea is to band together to give the people the best possible value, and to say that a man is a member of such a league ought to mean

Joe M. Chapple, National Magazine
Boston, Mass.

that he is worthy of absolute confidence. The spirit of the times is essentially co-operative—which is merely another form of advertising, which percolates every strata of society and is found in every trade and profession—the thing to do now is to use that co-operative instinct for a good purpose. The confidence of the people bestowed on one of us, means more confidence in all advertisers, and our purpose is to help each other in every way possible.

ADVERTISING.

The very word advertising has a fascination for those devoted to the art that equals the enthusiasm of the antiquarian for relics, of the astrologer for his diagram of the twelve houses of heaven and the horary questions, to say nothing of the man on 'change with his mind upon the tick of the passing second. The word itself comprehends human activities, and presents the impulse of progress.

There is, too, a suggestion of even greater antiquity in the first two letters of the word, "Advertising"—a cryptic hint of Adam, the original. Certain it was that Eve's campaign obtained results in publicity, whether desirable or otherwise—so far as the apple tree was concerned.

Speaking of Adam, the first man, calls up recollections of one's first experience of advertising, which began very early in life with the realization that a name, the simple letters that set each individual forever apart from his fellows, may sometimes have almost as deep a meaning for other mortals as for one's self. With the growth of this idea advertising takes root. That idea of advertising threw off its first shoots in my mind when, as a lad, I met with the taunts consequent on the too free use of a real rubber stamp, wherewith I emblazoned my name on every available space of white paper, whether it formed part of a book or had an independent existence. That rubber stamp brought me to a vivid, if painful, realization that advertising is the art of transmitting impressions. Not until years afterwards did I learn that it is also the art of creating desire, where impressions and desires along a given line have not hitherto existed.

After the first smart tingle tinglet of punishment was over, I obeyed the impulse to keep on using my rubber stamp, but thereafter some discretion was acquired in making known to my schoolmates, and all others within reach of my stamp, just who I was and why I could not be quenched in following what I regarded as a legitimate use of my own property. In my opinion, at that time, the sufferings of the sainted martyrs were as nothing in comparison with my own in this battle for individuality.

It was no less a man than the Honorable John Hay, when Secretary Hay, who advised me to head an advertisement, "Do You Know Joe Chapple?" meaning that every personality was interesting and that I might as well join the ranks of the immortal Lydia Pinkhams.

Ministers, doctors, lawyers and all the learned professions now recognize the value of exploitation. Even the church pews contain men who advertise directly for some specific purpose, and the "announcements" from the pulpits have been supplanted by a form of advertising, which is admitted to be absolutely essential to any progress whatever. Even the church edifice itself is regarded as a sort of advertisement of a given creed, and it is often possible to outline the belief of the worshipers by the shape or appearance, or the spires of the building. Civic organizations and social gatherings have each their advertising, as clear as to its purpose as any printed announcement in a morning paper. Public utility corporations would have scoffed at the idea of advertising ten years ago; now the telephone companies are among the largest advertisers in the United States. The Western Union did not advertise—the moral is printed for all to read in the recent announcement of the absorption of that Union by the association which resorted to advertising. The Boston Street Railway has advertised for some time past to direct the stream of traffic, so as to relieve the congested channels and winding thoroughfares of the city—they wanted more nickels to carry on their work, and actually made advertising pay by changing the tides of traffic and so saving some expense while accommodating the public.

Of late years the trend of advertising has dealt largely with fundamentals, in creating sentiment, and building up new markets. The details of making and selling advertising are simple and fundamental functions of the modern newspaper. Every article of general use will be more than ever directly advertised in the future. It is not so much a matter of competition as of the creation of new trade and new wants. The sugar barrels in the country store have given away to packages, with more or less decorative wrappers, all of which means additional advertising. Salt, flour, coal, and indeed all the prosaic necessaries of life of everyday use are being advertised, and the only question now is as to which form of advertising pays best for given articles.

Ask any woman to tell you honestly how much she is influenced by advertising—one out of ten will say frankly that through the medium of advertising she has received many of her "new" ideas—hooks, and eyes, featherbone, side combs, a new shottie, a special sort of safety pin—to say nothing of the elusive collar button that husband "dams"—have all won their first step by introduction through advertising to the home market of the housewife. More and more exploitation embraces every human want, and the tendency of all this publicity is to improve the quality of goods, for, in order to succeed, the goods advertised must be kept up to the standard, or the advertising is bound to fail in results. What would the average magazine or newspaper today be without advertising? Like a dance without ladies; like slapjacks without syrup, or baked beans without brown bread. Picking up a magazine, the overture with almost every reader is invariably a glance through the attractive pages of advertising—to see what's new—a bulletin, as it were, of human activities.

Advertising has become a distinctive form of literature and a most interesting chronology of the times could be collated from these sections of the various periodicals and newspapers, as well as from the billboard epigrammes. Long after the stirring and erudite words of the editor are forgotten, the impressions created by a "catchy" advertisement will remain in the memory, perhaps because the advertiser has the advantage of being permitted to reiterate certain important points—a feature which is denied the editor who desires to shun the literary ban of tautology. Made interesting by artistic pictures and verse, characteristic and clever verbiage, the advertising of the present and future will strike with a sledge-hammer impact of good Anglo-Saxon and convincing argument that may be regarded as a model in its way, and placed side by side with the English of the Elizabethan era, for the enlightenment of those who come after our generation. It may be that in future years there will be a special branch of study for the creation of a word, a phrase, or an idea that will fasten itself on the memory of the people, and be constantly brought to mind, as are those subtle pieces of advertising which have made fortunes for the advertisers of today, and at the same time have served to better the quality and service for the consumer, and in regard to food, have safeguarded human life. Advertising baffles all analysis. The study of the public taste, the art of creating a want and then convincing the people that the advertiser is capable of filling it—what is this but the "power of the eye," the force of personality, that animated kings, emperors, warriors, statesmen who have made their impress upon history, and pushed forward the march of events? Closely analyzed every great career may be reduced to the common denominator of advertising—exploitation pure and simple.

Advertising is as varied as human temperament, and expression, but there must be one little thing in every advertisement that attracts and holds attention, or it is worthless. It is a question of focus, and the lense or medium to secure this is the subject to be closely considered in advertising. Everything depends on what a man has to exploit—no matter what it may be, a suitable medium may be found, from the covers of the books and magazines, the "scare" headings of the newspapers, to the elaborate, or "tailor-made" garments of the well-dressed man or woman, which are merely another form of advertising—impressing individuality on the public.

The cash that passes through the advertising agencies or is paid directly to the publishers, printers,or bill-board men would not cover the expenditures because there are a thousand indirect ways in which money is spent on exploitation, in ways that have a direct effect on advertising as a whole—One gives a banquet, or an excursion, or a meeting of this kind; one calls a convention—a lecture is given or a vaudeville troupe is employed—all are primarily advertising, though the money so expended is never entered under such heading in any account book. The enormous expenditures of a political campaign may be called in one sense pure advertising or exploitation. In short, it is merely a guess—and a guess sometimes is a reliable as figures—that the annual expenditures of advertising in the last five years in the United States have increased to at least one billion dollars.

We are accustomed to use that word "billion" rather freely nowadays, perhaps because it fits in with the effective use and operation of superlatives common to this country—such extravagant expressions as "The greatest show on earth" and similar phrases that were made familiar to the general public in the days of Barnum, when billboards were emblazoned with circus proclamations in alliterative and high-sounding style—somewhat similar to that later adopted by newspapers and set up in slug heads to arrest the attention of the passer-by.

The change in forms and methods of advertising during the last few years has come about so subtly that it has hardly been generally recognized as a veritable revolution of the wheels of progress. The use of the descriptive article has given business to numberless press bureaus, that furnish matter concerning different interests or articles to be exploited, giving such data to newspapers and periodicals free of charge. Of late the veil has worn so thin that the great interests understand how easily, by the judicious and broad use of descriptive advertising—written with a direct purpose in view—public opinion may be moulded through the same mediums that have been employed in the editorial columns in years past. After all, it is more the manner than the matter, in

what is said, that counts, even as the rollicking barbecues of the South might be regarded as models of jovial hospitality than as any form of advertising, yet they have had a permanent influence on politics.

In the last ten years every class of business man, and even municipal and trade associations have acted in unison with the spirit of development, and have achieved results through some sort of advertising, such as could never be obtained by any academic or ethical activity. The sneer of "only advertising," of a few years ago has passed. The scoffers have remained to worship at the shrine, they once despised.

Advertising—How to Get and How to Keep it for Local Papers

BY MISS CAROLINE A. HULING, CHICAGO.

ADVERTISING is conceded to be the life-blood of all publications, with so few exceptions as to well prove the rule. The very few publications which do not accept advertising are little known and are mainly devoted to the furtherance of the fads of their editors. To most publications it is the chief source of income. The average editor, especially if he is also the publisher of his periodical, is apt to neglect this source of revenue, and to center his efforts upon making the most of his news and editorial columns. The importance of the editorial department is also too often underrated by the man who is born to be a publisher, whose index of success is his bank account.

All business nowadays is so highly specialized that even the smallest newspaper may have a staff of managers for its various departments, but there are still some publications on which one may play many parts, being in turn, editor, advertising solicitor, circulation manager and even foreman of the composing-room, pressman and mailing clerk, but it is indeed a poor office that does not maintain the indispensible imp of darkness, who reigns supreme in his own field. Each of these departments demands a different mental attitude, making it difficult to conduct them simultaneously with equal success. The advertising man has a distinct field, as has also the circulation manager, but the vital factor is the editor, and upon his efforts depends the value of the other departments. Unless a paper is made worth the reading subscribers will refuse to materialize and the efforts of the advertising manager are set at naught. He who fills all of these positions at the same time has a difficult role. I speak from long experience, having conducted these various departments on my own publications for a number of years. All of my advertising soliciting has been done in connection with editorial work, however.

Lest, being a woman, it might seem that my knowledge was more theoretical than practical, I would say that my first experience was on my father's paper, in a place of about 12,000 inhabitants. Since coming to Chicago the field has been greatly enlarged and I have handled contracts through personal solicitation and by correspondence. I am at present located in a large office building, a veritable hive of advertising agencies and representatives, and am closely associated with advertising men daily, giving me exceptional opportunities for observation in this line of publication work.

Advertising is now more of a science than it was formerly, but, like all other business, it is still more of a gamble than a certainty, as to results. Even the expert, who is said to receive a salary of $1,000 weekly, cannot guarantee exact results for the immense sums entrusted to him to expend in business-bringing publicity. Fortunes are made by judicious advertising, and large sums are wasted by ill-advised advertising; the selection of wrong mediums; the use of poorly prepared copy and badly displayed matter.

Advertising has its specialties as well as other lines of business, and most seekers after this costly means of publicity choose a specific class of mediums and adhere rigidly to it. Many favor only the large magazines, and these also are divided into classes, another advertiser will use nothing but daily papers in large cities; while mail-order periodicals are always with us and clamor for space-fillers at rates that would make the editor of the "Opp Eagle" gasp in astonishment. The daily or weekly paper published in a small place must depend largely, if not altogether upon its local merchants. An occasional small order from an agency may reach it, if the place is large enough to attract the notice of advertisers, or, if the patent sheets, those first aids to impecunious publishers, are used, an air of general prosperity may be added to the paper by the well-filled columns from which the real publisher derives no income. How to develop the field in his own place is a problem to which the owner of one of these papers devotes much of the grey matter of his brain to solving.

Job printers and periodical publishers are reputed to have very hazy ideas as to the cost of their productions and the space in their columns. The prices given are supposed to be largely a matter of guesswork, the cost being approximated rather than being calculated exactly. Of late years printers have improved in this respect and most of them are using blanks, with spaces to fill in the cost on every item, time of workmen, paper, presswork and the like, but the great variations in the prices given, when figures are obtained on the same work from several printers, would lead one to think that much is still left to guesswork. Is there an editor present who can tell the exact cost, to him, of one inch of space in his advertising columns?

I once calculated the cost of an "exchange" and was surprised at the result. The annual subscription price of the desired magazine was $5.00 a year, and the discount given to

Miss Caroline A. Huling

publishers would make it cost me $3.50, on a cash basis. Copy was sent me for one-half column of my paper, wide measure, for a display advertisement to be inserted three times, together with reading notices monthly. I was paying 65 cents a thousand for composition, display being measured as nonpareil (6-point), and ten cents a thousand was charged for standing matter. At this rate the advertisement would cost me for composition alone almost as much as the cash price of the magazine, to say nothing of the monthly reading notices and the value of my space. When I got so far, with my figures I concluded that it was cheaper to pay for the magazine direct, and not have the trouble of checking up and sending the advertising exacted in exchange. How many editors know what their magazine "exchanges" are costing them?

What is the *value* of advertising space in newspapers? Evidently there are many opinions on this subject. The United

States Congress would seem to think it of no value, since it has been made unlawful to trade it for railroad transportation, and, strange to say, the attitude of many publishers would apparently justify the impression. The income from the advertising columns appears to be "velvet," merchants would call it, clear gain, yet, paradoxical as it would seem, the magazines make fortunes from their advertising patronage alone.

The big mail-order magazines which base their charges upon circulation, have fixed the price as one-half cent per thousand circulation, per line, diminishing it to 40 cents for each one-hundred thousand copies sent out. The king of the list claims 1,500,000 bona fide circulation and charges $7.00 a line, agate measure. This is an immense advance over the ten cents an inch rate given me by an agency for space in local weeklies.

I have recently had a proposition from a daily paper in one of the smaller cities, not far from Chicago, to place a three-line advertisement in its classified columns for 15 cents, or, including its Sunday issue, for 20 cents, with a total circulation of 40,000 (claimed), which would make the rate 6 and 1/3 cents a line. Counting fourteen lines to the inch, and 21 1/2 inches to the column this rate would give but 300 lines to the column, without allowing for the rules between the advertisements, making about $18 a column. Contrast this with the rate for classified advertising in the Chicago Tribune, which is thirty cents a line for Sundays and seventeen for the daily issues. The News, an evening paper, which is the most formidable competitor of the Tribune, charges seventeen cents a line also.

Ready-print sheets are offered at 12 cents a quire, or ½ cent each, which is greatly below the cost of printing an ordinary local paper in the average office, but the revenue derived from the advertising therein is not mentioned, the buyer furnishing the circulation for these concerns. This is virtually giving away the advertising space, but probably the editor-publisher counts the cost of printing at home and balances it against the advertising space in the made to order sheets furnished.

That the postal authorities have taken a different view of the value of advertising space is evidenced by their war upon publishers. That Congress should say that space has no value when offered in exchange for transportation on railroads, and then, in the next breath, declare that publishers are making fortunes from their advertising space, under the so-called subsidy in the second-class mailing "privilege," is a peculiar position that is puzzling and vexatious. Whatever promise is accepted the fact remains that publicity obtained by means of advertising in periodicals must be profitable, or advertisers would cut off the expense. That the publishers of newspapers in smaller places might derive more income from their advertising patronage I hope to be able to show.

The "take what you can get" plan would seem to be the basis of most rate cards. In other words, many advertising managers apparently endeavor to get all that they can, reducing or increasing the price to suit the one whom they are soliciting business from. I do not think this good policy, and believe that in the end it will prove disastrous. I have been offered good sized contracts at half my regular rates and have refused them though I was told that my competitors accepted the price offered. I felt that to give an occasional advertiser half the price which a regular one paid was not acting fairly by the latter, and I was also assured that it would not be long before I would have to bring the rate for all to the basis of what the former offered. If my competitors did it I felt sorry for them for being obliged to take such ruinous measures to get business.

The price of space mus necessarily be fixed in accordance with its value to the user, to a limited degree, though I doubt the wisdom of making the home advertiser pay more per inch than does the so-called "foreign" one, yet this practice prevails to a great extent. Of course the man at a distance cannot expect to get so many replies as does the local merchant but that should not be the basis for the charge made. There is a class of advertisers which sends out specious offers to pay a specified sum for each order received through the medium chosen, keying the advertisement so as to be able to trace results. While it is undoubtedly true that an advertisement which brings fifty orders is worth more to the advertiser than is one that brings only half that number, the fact remains that, other things being equal, the cost of the space to the publisher was the same. I invariably reject such propositions, since I have no means of verifying the returns, nor would it be possible to ascertain how many indirect orders, through dealers, an announcement in my publication might bring. Some one must accept them, however, since they are constantly being made.

The effect of accepting such contracts is invariably to depreciate the space with other advertisers, since they inevitably find it out and become loath to pay cash for what another gets virtually for nothing. Trade orders which call for part cash, are also snares and delusions. As a general thing the article offered, piano, sewing machine, carriage, etc., might be obtained for a cash offer equal to that exacted in addition to the advertising space, and the manufacturer counts the advertisement as so much clear gain. Advertising from local dealers, taken on an exchange basis, is apt to prove more equitable.

Were I engaged in the publication of a newspaper I would first endeavor to develop the natural field, and sell all the space possible to home advertisers. Many small dealers would be glad to keep themselves and their wares before their patrons if they knew how to prepare attractive copy. To secure their contracts it might be well to put the preparation of advertising copy into the hands of a bright member of the force, perhaps having him (or her) take a correspondence course in advertisement writing. This copy should be put into type, with an eye to effective display, and the proof submitted to the prospective advertiser. He might possibly suggest some changes, but he would also be apt to give an order for the space. While this is the practice with some periodicals it is by no means common, though most large advertisers have their advertisements put into type and the agencies send out electrotypes for them, whether the space contracted for is large or only a few lines. By systematically following up this plan it is probable that all the business possible to be obtained might be booked by a live paper.

Frequent changes of copy should be provided for in soliciting local advertising, and the patron stimulated to offer special bargains to test the value of his announcements. This is a feature of all department store advertising in large places and the smaller merchant would undoubtedly find it profitable if he were only educated up to it. This should be the business of the advertising manager, whether the editor or the publisher fills the place. It is also customary to include some reading notices with display contracts in most trade and local journals. A brief paragraph calling attention to the new advertisement ought to aid in its being productive to the advertiser. A similar notice is sometimes given in connection with the job office, where bills for sales are printed. Perhaps this suggestion may be open to criticism, in relation to what I have said heretofore about the value of space, but the prize package idea, a bonus for other work, has been so strongly entrenched in the minds of the people that it is easier to get business by a show of liberality, even if the price for the advertisement, or job of printing, is increased to pay for the extra notice. Indeed, in the case of the display advertisement a percentage should be added to cover the reading notice, which would otherwise become quite a tax.

The advertising patronage of the local paper can be greatly increased by judicious solicitation. The great dailies never neglect their advertisers, their representatives calling regularly for even a three-line advertisement. Some of them make rounds of boarding and lodging houses weekly to get classified advertising for the Sunday and daily issues. The same amount of attention given to possible advertisers in even the smallest places, if the price is not prohibitive, ought to eventually secure the business of every merchant in the place. Many persons need this constant invitation to use newspaper columns as a matter of education.

Having devoted so much space to obtaining local business it would be well to look after outside contracts, always bearing in mind the fact that no good business man would advocate, or solicit contracts from those who would divert business from home merchants. It is well also to understand that the reason why the great mail-order houses prosper is because merchants in smaller places do not understand the needs of their patrons and will not study into them to supply their trade properly. They lack capital, intelligence and enterprise. They fear to carry in stock anything more than the commonest articles, lest they may be unable to sell them. This is where the catalog house makes points against the small dealer. This agency is now at the service of the petty merchant who has not capital to carry large stocks, and editors can help out their home dealers by putting them in touch with the catalog business. If the drygoods man who cannot carry more than $1,000 worth of stock knew that he could have a stock worth $100,000 at his command through the catalog, he could say to a possible customer, "We have not got the article that you want now but we can get it for you in a few days," at the same time handing her a catalog to select from, he would keep the trade in his own hands instead of encouraging his patrons to send away for what he might as well supply himself. In this way an

editor can help educate his own people and increase the advertising patronage of his paper.

Some outside advertising is desirable and may be had if the right method is taken to secure it. Much of the business sent to local papers is objectionable, being largely composed of patent medicine advertising. This has many features to condemn it and the best pulications are now rejecting such advertisements. It is not necessary to go into details as to the reasons why this business is not acceptable, any honest publisher knows them well. There are plenty of legitimate lines, however, that seek publicity through the smaller newspapers, which enter the homes of the people. This class of advertising should be profitable to publishers and ought to be sought after more. At present it is placed by agencies which get a commission from both advertiser and publisher.

I believe that the members of the National Editorial Association might materially increase their "foreign" contracts by establishing an agency which would pay especial attention to obtaining business for them. Combinations are popular now and a combination of this kind might be of great benefit to those entering into it. As a basis for an estimate of expenses let us suppose that there are 500 active newspaper publishers in the National Editorial Association who would like to go into this co-operative enterprise. Each man might pay in only one dollar a month, to provide for the expenses of an office centrally located in three great cities, and a guarantee to a special representative. This would yield $500 monthly income, which might be used firstly to get a firm footing in either New York or Chicago, and as the business expands and begins to make good returns, the added income could be used to open other offices.

A competent manager would want a guarantee of at least $50 a week, and the rest would be needed for rent, help, circulars, postage and the like, a commission being given the manager in addition to the weekly sum named above. He could then employ other solicitors and plan extensive campaigns for them, making an aggressive assault for business for his clients, instead of their merely taking what they can get at the price set by others.

A capable manager would classify the papers, according to location, population and circulation, making a rate per thousand circulation and dividing the receipts among the papers which were used, less his commission on the business. This is a practicable plan which might add largely to the income of papers which now rely entirely upon home patronage.

This is no new or untried scheme, being substantially followed by many small publications acting independently. The only difference being that in this case it would be a union of smaller newspaper publishers, on a co-operative basis.

In conclusion it is my hope that this paper has given some of its hearers at least one idea which may result in increased profit from his advertising columns. I have merely outlined the two plans for obtaining contracts from home and foreign advertisers, well knowing that the members of the National Editorial Association are men of experience who may know a great deal more of the subject than I do, but it is possible that even a re-statement of old ideas may be made profitable.

REPORT OF THE ILLINOIS WOMAN'S PRESS ASSOCIATION TO THE NATIONAL EDITORIAL ASSOCIATION, MEETING IN NEW ORLEANS, FEBRUARY, 1910.

It is a source of great regret to the writer that the Illinois Woman's Press Association, the oldest woman's organization in the country and the longest to have representation in the National Editorial Association, is not represented in this convention. The I. W. P. A. is composed of busy women, many of whom are employed upon the great city daily papers, and this is the busiest season of the year for them, hence they cannot leave the desk to enjoy even so tempting an outing as has been planned for this year, nor so able and useful a program. Our president, Mrs. Cornelia T. Jewett, managing editor of *The Union Signal*, having a large circulation of international character, representing the greatest body of organized womanhood in the world, made an earnest effort to be present but found business too urgent to leave, as did many others, though all were urged to do so by the executive representative.

The year has been prosperous with the Woman's Press Association, our program meetings and business meetings being held regularly each month except July and August. We are now enjoying the hospitality of the beautiful new hotel La-Salle, where we meet the first Thursday evening of each month. The programs given are such as to benefit the members and their friends both educationally and professionally.

We have recently been called upon to mourn the loss of one of our oldest and best-loved members, Eliza W. Bowman, who passed away at the ripe age of eighty years, after a career of forty-five years in active philanthropic work. She was editor of several periodicals devoted to the work in which she was engaged, and represented our association in the National Editorial Association at Asbury Park, in 1894. She was one of the founders of the Home for the Friendless and for many years superintendent of the Newsboys Home. Of late years she had been connected with the Christian Home for Young Women, sustained by the American Volunteers. This institution will hereafter be called the Eliza W. Bowman Home for Young Women, and will be maintained as a permanent memorial of this noble woman.

The Association is in good financial and working condition and will this year celebrate its silver anniversary, having been organized in May, 1885, about three months later than the National Editorial Association. We have been connected with the National Editorial Association since 1888, and have been represented in nearly every convention since that date. Our members number over 100, and some reside in distant states, several in California.

Respectfully submitted,

CAROLINE A. HULING

Member of Executive board for the Illinois Womans Press Association, 112-114 Dearborn Street, Chicago.

"Is the American Press of Today as Potential as Formerly?"

ADDRESS DELIVERED BY J. P. HURLEY, EDITOR AND PUBLISHER OF THE EVENING TRIBUNE, ALBERT LEA, MINN.

TO THE NATIONAL EDITORIAL ASSOCIATION, AT NEW ORLEANS, FRIDAY, FEBRUARY 11, 1910.

Mr. President, Ladies and Gentlemen of the National Editorial Association:

HEN your honored President assigned to me the subject, "Is the American Press of Today as Potential as Formerly?" I must admit that I was pleased and that my heart quickened to an impulse to respond at once emphatically: Yes, the American press of today is more mighty, more potential, more influential than in any period of America's history. If there is any one question upon which I have an absolutely fixed opinion, it is that the press of today is doing a greater work for humanity than at any other time in our history.

One may as well ask if the mighty Lucitania, with her powerfully driven turbines, is as potential as the limping, coughing Claremont; if the powerful, irresistible, space annihilating monster of the railroads of this day is as potential as the wobbling wash boiler that first jarred and jerked along the rails in the inventor's back yard; if the mighty ironclad of the modern navy is as potential as the wooden washtub which first carried men to war at sea. The potentiality of the American press of today! What a thought to conjure with; what a dream to dream about, is the power and potent force of the press of this day and age.

And, ladies and gentlemen, I am not one of those iconoclasts who would shatter the idols of a former day, to use as a foundation for the temple of the present. I have a full and inherent reverence for the men who made journalism, when in its infancy in this country, the great instrument which lighted the path of liberty. I have an equally great respect for the men who, at a later and even darker period in our history, made so valiant a fight for the abolition of slavery and the rejuvination of the Republic, by leading a people that had temporarily gone astray back to a brighter, broader and more humane freedom. But with all the great deeds of the long list of successful newspapers that have gone before, arrayed on the side of the earlier history of the press of this country, it is my calm judgment and firm conviction that the press of the present day is more influential, more potent and more necessary, in the maintenance of religious and civil liberty, than at any other period of our history.

Even greater than the development of every branch of business and industry—a development which has been more magical than the tales of an Arabian night—is the metamorphosis of the press. (And in the word press I include not only the daily and weekly newspapers, which from the

very rapidity of our mode of life, are at the head and in the front rank of journalism, but the magazines, trade papers and other periodicals). Where fifty years ago we had two score strong-minded and strong-hearted men who led the people in the search for civil righteousness, and by the power of their personalities won great personal renown, today we have ten score newspapers of the modern business type, each greater and more potential for good, even discounting their greater opportunity and broader field, than was any one of the old type of personal newspaper. Many men of this day lament the passing of the personal newspaper, built up on the personality of a man, and declare that there is no individuality about the big newspapers of the country under the present methods; that they are merely great business institutions, where each individual is a cog in a great machine and performs a given duty with an unfeeling precision of a piece of mechanism. But I do not agree with this view of the matter. It may be true to some extent in the big city dailies, but at that their bigness but typifies the genii of today—Big Business. They are the embodiment of a change

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in methods which demands the combination of great resources to accomplish great things, a change which under the rapid development of the country was as inexorable as the law of evolution itself. I see in the strong, well-managed, business-like newspaper (be it in a city of 5,000 or 50,000) the real power of the press today, commanding as it does the combined resources and ability of a dozen men, each doing his part, and the whole amalgamated force breathing the spirit and life of its success. Scatter the same force among four or five weak and struggling newspapers, as was often the case under the old one-man newspaper system and you dissipate their energy and destroy their real usefulness.

In the early days of the country, when each individual worked alone and with his hands, it was quite natural to have the individual newspaper, as it was to have the individual shoemaker, or the individual stovemaker, or the individual railroad owner. But their operations and their influence was limited as the limits of civilization were restricted. As the borders of the country extended and the development of the country went on apace, it was the natural and inevitable sequence that individual effort should cease and that men must band themselves together, not only to increase the supply, but by their united effort, perfect the product and reduce the cost. With our phenomenal material development we passed rapidly from the indivdual to the co-operative stage and as there is no rule exempting the press from the law of evolution, the newspaper was bound to pass from the stage of individual effort to that of united effort. Charles A. Dana and his New York *Sun,* James Gorden Bennett and his *Herald,* Joseph Medill and his Chicago *Tribune,* and a score of other equally brilliant men, the true product of the conditions of life which existed in their day certainly wielded great influence and were a power because of the newspapers they built up and controlled. But I believe that if such of these men as have passed to the great beyond, could come back and again take up the helm of the newspapers they founded, they would really become dizzy in contemplation of much greater power wielded by them, and promptly acknowledge that the press of today was more potential than ever before.

If you have not agreed with me thus far that the press of today is more potential than ever before, I will now try to give you my reasons for the faith that is in me. The explanation is simple enough. In this day of intense commercialism—a time of mad racing after the almighty dollar—there is some impelling force in journalism, newspaper-making as you and I are apt to call it, that develops and enlarges the idealistic trait in the man engaged in it. Your true newspaper man is your true idealist. He stands for right because it is right. He will brush aside the temptation of filthy lucre just to fight for a cause. He will brave the wrath of the corporationist, the merchant prince and the political boss and decline the gold with which they would bribe him, in order that he may protect and defend the obscure and uninfluential citizens, whom they would rob or exploit for their own gain. I say the real and, necessarily, the successful newspaper, will do this. There are exceptions, of course, but these only prove the truth of the rule. Where any man can show me one self-seeking, self-exploiting newspaper, I will show one hundred that are built on the more enduring and honorable foundation of championing and defending the rights of all the people, simply as a matter of principle and solely from choice. Where will you find another business or profession of which this may be truthfully proclaimed? It is the broadness of the great development of this finer sense of public duty in the American press of today that, I maintain, makes its influence far greater than ever before. The newspapers of the civil war period led the fight for the emancipation of the negro, which was a great, and a good, and a glorious cause, but the press of today has even a greater task marked out for it, for the press must not only defend the works of our sires, but it must see to it that neither the white man nor the negro are again led into a bondage infinitely more galling, the abject slavery of economic servitude. And the newspaper men of today will measure up to the occasion, as they have a true realization of the meaning of the declaration of that greatest of American preachers, Henry Ward Beecher, when he said: "Indeed, unless a man can link his written thoughts with the everlasting wants of men, so that they shall draw from them as from wells, there is no more immortality to the thoughts and feelings of the soul than to the muscles and the bones."

It is in the measure of newspaper's activity in civic and political questions of the day that the true character of a great newspaper is displayed. There never was a time in the history of this country when the press as a whole was more actively engaged in the solution and eradication of social evils, grave and complex as they are, than it is today. Following the external law of the survival of the fittest, the newspaper that would grow and thrive today—no matter in what field you place it, because all localities are the same relatively—must first have the solid foundation of good business management and able direction. Given this necessary equipment and starting all on their careers, those which stand for the right—morally, intellectually and self-consciously—stand positively and emphatically, never uncertain or vacillating—will not only make a moral success, but a financial success as well. On the other hand give any newspaper unlimited financial backing, the greatest literary talent, the most brilliant pen, and let it uphold or defend the corrupt and vicious elements of society, or even condone those evils, and it will sicken and die, just as inevitably as sets the sun in the evening sky. And the lesson is as simple as the rule of two and two. The inherent disposition of mankind is toward righteousness and morality—the teachings of certain religious

denominations to the contrary notwithstanding. The majority may stray from the straight and narrow path for a time; may permit the vicious minority to rule them for a time, but with honest newspapers to lead them, to show them the light and direct them to it, there never was a time, nor will there ever be a time, when they will fail to follow.

Each of you, in the field of your labors, have no doubt noted this eternal truth and have benefited by it—at least if you have won success you have, and I take it that every one present here today is successful else he would not be here. This gives the final and most important reason for your success—annual gatherings like this we are attending today.

Higginson said that "to be cosmopolitan a man must be at home even in his own country," and I would add to it, that he must, at least, be acquainted with the men in his own profession to be really successful. I believe firmly that it is at the meetings of the National Editorial Association, as well as at the state and district association meetings, that we drink from the fountain of knowledge and inspiration. It is here that the newspaper man from Florida meets the newspaper man from Maine and Minnesota, the loyal son and daughter of Virginia and Louisiana greets the equally loyal citizen of Montana. All meet and learn to know friends and brothers from every corner of this great country of ours. The vexations and troubles, (if we admit that we ever have any real troubles in the profession), or at times differences and sectional strifes, are left at home and forgotten Each one respects the traditions and prejudices of the other, each, perhaps, holding as tenaciously as others may to their beliefs and convictions, but always meeting on the common ground of fraternal fellow feeling to exchange views and knowledge of interest and material value to some brother or sister from a far-off section of the country. On this, the 25th anniversary of our Association, I desire to pay this just tribute to a grand old organization—that to its influence, more than to any other, is due the broadening and developing of the true spirit of true journalism, and accounts for my bold ness in maintaining that the press of America today is more potential than ever before in our history.

You have not the time, and if you had, you would prob ably not have the patience, to listen to me longer, so in closing I wish to emphasize the fact that I do not desire to dim in the slighest degree the illustrious fame of the great newspapers of the past, which have contributed to the honor and glory of our profession. I only desire to point out that this old world, and particularly the part of it located on the North American contient, is ever moving onward and upward, and that, as has been true from the beginning, the newspapers are in the vanguard of its progression.

But lest our egotism interfere with our continued progress, I will close my address by falling back upon one of the old school of journalism for an inspiring thought to leave with you. I quote from the banner nailed to the masthead of one of the most famous newspapers of America, the Salem *Register*, by one of her greatest editors, Joseph Story:

> Here shall the Press the People's right maintain,
> Unawed by influence and unbribed by gain;
> Here Patriot Truth her glorious precepts draw,
> Pledged to Religion, Liberty, and Law.

Newspaper Sidelights

BY MARGARET T. GREENLEAF, JOURNAL, SAVANNA, ILL.

I AM sure I could not say anything to this body of newspaper men that will give any light on the question of how to run a newspaper in a technical sense. Indeed, I am wholly convinced that you would resent any attempt on the part of a woman inexperienced in the practical every-day business of newspaper-making, to tell you men "how to do it." But, having been a partner in the business for twenty-five years, in charge of the more or less impotant department of taking care of the home and raising the family, it has occurred to me many times that there are some things which newspapers might do which would work wonders in helping to solve the problem of right living. And so, just briefly, I will speak of a few things along this line which I have told President Pomery he might call "Newspaper Side-Lights."

I know it is pretty generally conceded that newspapers want circulation and advertising. These, to be sure, they must have. But take care that in the getting you do not forfeit all else. I want to protest against the newspaper that is edited exclusively from the counting-room, for by that policy it is departing from the line of influence which is good in the home. I know we do not find many such in the country press, but it is well to keep this in mind anyway, for the country press is the safeguard of our liberties, and it must stand true to its history and its purpose.

Think for a moment what marked attention is given to politics—the tariff, the "grafters," the high cost of living, and all those subjects that seem to be the "center lights" of newspaperdom. After all, are they really of first importance? Are they not largely questions of the point of view? Are they not, indeed, largely questions of which particular brand of politician holds the jobs? They seem so to the layman. What an extraordinary amount of time, thought and energy is expended in argument and statistics trying to bring the other fellow to your way of thinking. And vice versa. We forget that each has a perfect right to his point of view, and when all is said and done matters are found to be just about where they were in the first place. The power and influence of the press has ever been thundered from pulpit and platform in every state of the Union. My plea is to use this power in promoting advancement—in awakening interest in the promising side, the sunny side—the better side—to turn the thoughts of men to the things that *can* be done—real things that will make everyone better and more contented.

For instance, you might talk Happiness. When things look dark, talk happiness. When things look bright, talk more happiness. When others have lost courage, talk happiness again. The future is bright for everybody. Talk happiness and they will see the better things in store. What greater pleasure could anyone desire than the realization that he had sent the sunbeam of joy into the mental world of tens of thousands? You can do this by talking happiness. It is easy for minds to change for the better when someone takes the lead. Who can lead so well as the newspaper by talking happiness, and thus encouraging thousands of others to do the same?

It will be a great day for the human race when we shall give as much attention to the cultivation of happiness as we do to music, art, mechanics, or the making of money.

The art of being happy should be studied in the schools, as we study rhetoric, mathematics or chemsitry, for this education would give us the cheerful view of life in every department.

Happiness has never been taken seriously, because it was supposed to have no other value than to make us feel good—something that probably was all right for women and children, though really of no special consequence. But when we realize the almost unbounded power of joy, we find it necessary to take the subject right seriously, and to be happy while we are serious, The search for happiness is not mere sentiment. Happiness is not only good in itself, but it has practical value in every department of actual, tangible existence. You can win ten times as many friends by talking happiness as you can by talking trouble, and the more real friends you have the less trouble you will have.

Almost anybody will tell you he would do good in the world if only he had money; but no money is required. He who puts sunshine on his face and goes out into the crowd, does more good than if he scattered silver all day long. Money will give only temporary aid to the person, while real human sunshine will give inspiration to all.

To the average person, newspaper men as well as others, life does not mean very much because he has not discovered the possibilities of his real existence. He has been taught to think that to make a fortune or to make a name for himself are the only things worth while, and if he does not have the necessary talent for these things there is nothing much else for him to do but merely to exist. There is many a person whose present position in life depends wholly upon his financial returns, and if these are small, with no indication of immediate increase his life seems almost a barren waste—not because it is really so, but because he has not found the true riches of life.

Then again, try talking Prosperity.

When times are bad, man himself must make them better. The fear of failure produces more failures than all other causes combined. Talk success and you will inspire people with the spirit of success. Everybody should suc-

ceed—it is not only his privilege, but to be just to himself he must succeed.

Most of you know the story of the boy and the woodchuck. While riding along a country road a gentleman saw a boy digging strenuously in the ground with a sharpened stick, and asked him what he was doing.

"Digging for woodchuck," replied the boy.

"Got any yet?"

"Nope," said the lad, digging away harder than ever.

"Expect to get any?"

"Get any? Gee, Mister, I've got to git some, the preacher is coming to dinner, and no meat in the house"

Give us men and women who can do things—this is the constant demand of the age. Men and women who can "carry the message." men and women without that "slipshod assistance, foolish inattention, dowdy indifference. and half-hearted work."

Teach people to do the work they are doing now the best they can, for by refusing to do the best we can is to continue to remain ordinary. The majority remain ordinary because they refuse to do their best work until they are given better work. But effects do not precede causes. It is only those who have done their best wherever they are

Margaret Greenleaf, "Journal," Savanna, Ill.

who are competent to do better. And then, too, remove the sting, the whine and the sigh also, the if. Thought and speech have far more power when these four attributes are absent. The person that whines about everything, that always complains, that has a hard luck story to go with everything he says, is his own worst enemy.

Talk Peace.

We cannot make things right by going out and shooting the man who disagrees with us. Resort to violence is always deplorable. and as the human race becomes more intelligent, reason will take the place of force and violence.

When one man disagrees with another and shoots him we say he is a murderer and we punish him—sometimes to the extent of taking his life. But when a thousand other men, against whom they have no personal grievance, we call it war, and honor the combatants. Do you believe that the safety of this nation lies in its battleships? When I read the other day that the ten million dollars spent for the new battleship "North Dakota" would put a $25.000 agricultural school and experiment station in every county of that state, with an endowment fund of $175,000 for each school, which invested in Dakota farm mortgages would yield $10,500 annually for maintenance, and leave a million dollars for the state agricultural college, I thought we would be a good deal better off with fewer battleships and more schools. And then in about ten years the battleship is worn out, we build another, and repeat the process indefinitely. And what do you say of the $20,000,000 junketing trip taken by our long line of ships simply to show the world our ability to take human life by wholesale?

Talk Honesty.

It never pays to be "crooked," to say nothing of the moral phase. Where one man gains riches through crookedness a thousand fail utterly, and the one who thinks he succeeds by such means loses everything else. The man who accumulates a fortune by shady methods, does not engage in real business—he simply acts as a parasite upon the reliable business enterprises of other men. He would therefore starve if honest men ceased to conduct business, for the parasite always dies when the source of his life and power is removed. When we all realize that what is gained dishonestly never does one a particle of good, there will be more honest men in the world. Most people steal because they think they will not be found out, but when it is impressed upon mankind that though it may not be known to a human being there is a Great Force that sees to it that justice is done. You may call this force the Law of God, or the Law of Nature, but I like to call it the Law of Compensation.

What a wonderful day it will be when this Law is universally understood. No more "grafters," no more bank wreckers—everything conducted on a perfectly legitimate basis, since we cannot, for our own safety, do otherwise. Who ever knew of a trickster or thief or gambler to really succeed? Too many broken hearts, too many tears, and the wails of too many hungry children go into the horde. Possibly he may enjoy his money, but be assured something will happen to him.

As Glad says in "The Dawn of a To-morrow." "Everything happens so natural that you don't think what the reason is, but it's there, just the same." Whatever we do to our fellowmen, in word or deed, even in thought, the same will sooner or later be done to us. What we sow we reap. Therefore the right side alone is of profit to man.

Talk Health.

Many of our best thinkers and writers preach the doctrine that beter, purer and more wholesome food means a higher social and moral standard among mankind. If this is true—and I am convinced that it is—then the subject of pure and nutritious foods is a most important one—more important one than first glance at a subject so apparently humble would seem to justify—more important indeed than the liquor question.

Man is physically what he eats. What we take into our stomachs either nourishes and gives us strength, or poisons and produces disease. It is estimated by the best authorities, both in Europe and America, that over 90 per cent of all human ills have their origin in the stomach and intestines, and are caused directly by incorrect eating and drinking. It is in eating that there is more intemperance than in any other of man's indulgences. It would surprise and grieve many a man, who would not touch a drop of liquor, to save his life, to be told that he is as intemperate as the biggest old "boozer" in the community—yet there are many such. They will eat three hearty meals a day—with meat, and drink one or two cups of coffee with each meal and perhaps nibble at little "snacks" between meals, besides taking a bite, and a good big one, before retiring, yet scorn the man who drinks, however moderately, anything containing alcohol.

"People drunk from liquor, and people drunk from overeating are most susceptible to pneumonia," said Health Commissioner Evans, of Chicago. "People drunk from overfeeding, I think," he continued, "are almost as immoral as those who stupefy themselves with liquor. The effects of pneumonia on such patients are much the same." "One-fourth of what we eat keeps us—the rest we keep at the risk of our lives," said crusty old Abernethy, London's famous doctor. We all accept the idea of "three square meals a day" as being the correct thing, and few of us, even when we find ourselves becoming permanently old, stiff, rheumatic and ailing in other ways—a few of us even then suspect that the principal, if not the only cause of our trouble, is just that "three square meals" which is the common practice of our time and country.

There is much to be said upon this most important subject of eating, that I cannot even touch upon at this time. But let us all awake to the fact that the laws of health are the laws of God—as binding on us as if they had been thundered forth from Sinai, that if those which are now known with certainty were applied in practice, the improve-

ment in human life, morality and happiness would be great indeed. Man is greater than his surroundings, and the production of a breed of men and women, less prone to disease and pain, more noble in aspect, more rational in habits, more exultant in the pure joy of living, is scientifically possible.

And so these are some of the "sidelights" that seem to me ought to be thrown upon the screen of newspaperdom. Just as a business proposition, how better can you command the attention and support of the homes which every newspaper seeks? A column—two columns—a page could well be devoted to these subjects every day or at least once a week, and you would find such a response and appreciation, now more or less dormant, as would convince you that it is well worth while.

Duty and Opportunity; or Things Worth While

BY J. P. BAUMGARTNER, EDITOR REGISTER, SANTA ANA, CAL.

LIFE is a partnership—a great partnership, immutable, illimitable, universal, everlasting! It reaches backward through unnumbered generations of ancestors, even unto the First MAN and his CREATOR. It stretches forward through all the generations of unborn, even unto the Last MAN. It is as broad as immeasurable space, as high as the farthest stars, as deep as the bottomless sea.

The stupendous fact of this partnership of life we are slow to learn, slower still to acknowledge and slowest of all to practice it to the full of its privileges and obligations.

Man begins life as an exaggerated EGO—and some of us end it, so far as this world is concerned, exemplifying only the superlative of that exaggeration. Individualism is a primary aboriginal characteristic of man. Life is a constant struggle between individualism and social relationship.

Watch the little boy in your home and see how even his first and wholly unconscious efforts are for the expression of his Ego. The struggle of the individual to assert himself is a racial characteristic. He is born a barbarian, a cave man. Given the strength of arm and a stone axe and he would do deeds of destruction the mere thought of which makes us shudder. As he grows older and can walk and talk, how valiantly doth he wage war against society, against the universal partnership, the unit of which is the family! With him, it is always I and MY. He is supremely selfish. He has no conscience—thinks not of yesterday or to-morrow, but only of to-day—NOW. He cares nothing for others, but only for himself. But slowly and surely he learns the first lessons in the partnership of life—the family partnership. With loving counsel and precept, and sometimes with loving—or even unloving—discipline, he is taught the lesson of the family relation and obligation. Then comes the partnership of school life—the class room discipline, the interrelation and mutual obligation of teacher and pupil, of parent and teacher, of school and state. But always the Ego struggles for self-assertion and often breaks bounds. After the school comes the partnership lessons of the business world and professional life, and so on into the larger relationships and obligations of communities and of society at large. And now the lessons come thick and fast. He finds that life is not only a partnership with his fellowmen, but with nature and nature's God.

And so we come to the thought that the highest and best citizenship is attained only by him who learns best the lessons of life's universal partnership and puts them most completely and efficiently into practice.

With this ideal of citizenship before us, what tremendous obligations and what grand opportunities present themselves. Then, assuming that the newspaper man is—as he should at least strive to be—this kind of citizen, how much greater HIS obligations and grander HIS opportunities, by reason of the powerful instrument that has been placed in his hands!

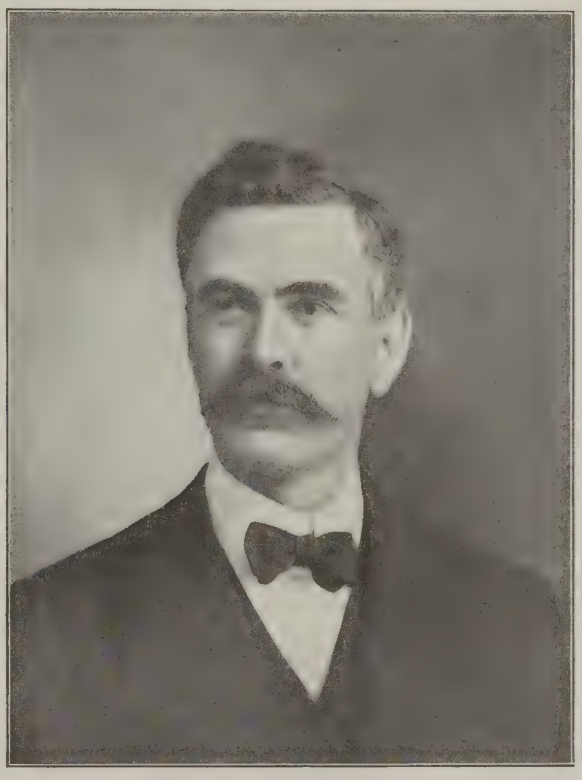
"The printing and publishing of the newspaper to-day is a real commercial enterprise and not a sentimental diversion."

This statement was made by the Hon. J. L. Sullivan, supervisor of printing of the state of Ohio, in an address at the recent meeting of the OHIO ASSOCIATED DAILIES.

Probably we all fully agree with Mr. Sullivan, whether we have made only a partial success or even a failure of our business by running it as a "sentimental diversion" or have achieved a like result by running it MERELY as a "commercial enterprise." In neither of these ways of running a newspaper can any great measure of journalistic success be attained. But we shall also unanimously agree among ourselves that without wholesome sentiment, without a purpose higher and broader and better than mere commercialism, a newspaper is almost a contemptible thing.

That it must be run as a business enterprise is true. It must be a business success in order to achieve the highest journalistic success. But duty and opportunity of the highest and best for the journalist are not to be found in the mere buisness success of his enterprise. Business success is not the greatest of things worth while.

In a talk to the students of the Missouri University School of Journalism last fall I made a qualified statement to the same effect as that quoted from Mr. Sulilvan's address. I said: "The ideal newspaper is the well-balanced, perfectly-poised newspaper. It should not be a mere money making manufacturing enterprise, nor should it be mentally and morally top-heavy, intellectually shooting over the heads of its readers and undertaking to revolutionize the moral universe. The business side of a newspaper and the editorial department should co-operate and be mutually helpful, instead of one being built up at the expense of the other." Assuming then for the purpose of this discussion, that by reason of his



J. P. Baumgartner

opportunity the true journalist is something bigger and better than a mere business man, that his duty and responsibility are greater, what are the things worth while?

In a broad general sense, I believe the highest duty and greatest opportunity of the press is of an educational nature, and that no man is highly worthy to be an editor who is not a deep student of the newspaper calling as well as an intelligent enthusiast therein, fully appreciating his opportunities for broad usefulness and his many and weighty obligations. He must be a worthy member of the great faculty of this almost illimitable "College of the People" with its boundless curriculum that includes all knowledge and all human interests, and combines in itself a manufacturing industry, a commercial business, and the highest learned profession, in that it seeks the information and instruction of all men and the members of all other vocations.

It is not for me to enumerate the things worth while, nor to specifically define the duties and opportunities of the journalist. Suffice it to say that the world of men and things

is moving with tremendous rapidity and force. Big things are in progress all around and about us. Great problems are in process of solution—industrial problems, political problems, social problems. Science is making giant strides. Commerce and production are being revolutionized. These things call for intelligent readjustment and the process is full of potential good and evil. It is also puzzling and perplexing to the people. The journalist that does not study these great national and world movements—these social revolutions—and do what he can to instruct his readers concerning them, evades a solemn duty and misses a grand opportunity.

It may be, as it often has been, said that it is not the province of the country newspaper to go into such matters; that they are fully covered by the metropolitan press and the magazines; that they are beyond the powers, intellectual and financial, of the country press—all of which is not true. There is some truth in it, generally speaking, and in some instances the financial and intellectual limitations cannot be denied. But considered as a generic proposition with reference to the country press these objections are invalid. Most country editors ARE as well qualified intellectually to discuss great questions as are the editors and writers of the magazines and city papers; and in point of independence and integrity the country newspaper far out-ranks the other classes of journals. But granting that the things worth while are ably and honestly handled by the metropolitan press and the national weeklies and monthlies, the fact remains that the country editor has a great opportunity and a solemn duty to perform in this respect. Many of his readers do not see the magazines or city papers, and those who do have not the same confidence in them that they have in their home paper—if it is the right kind—nor do the articles in them claim and hold their attention as the discussion of the same subjects in their home paper would. I firmly believe that every newspaper owes it to its readers to do all in its power to broaden the intellectual horizon of its community and to create and guide public opinion in such matters as political and social reform and governmental policies.

Take the Ballinger-Pinchot controversy, for instance. The principles involved are stupendous. They go to the very foundation of popular government and social organization on the one hand, and on the other they reach back to the genesis of physical resources and man's relation thereto. Such questions as the conservation of natural resources, scientific agriculture, the prohibitive prices of food products, regulation of the trusts and public service corporations, the struggle for the restoration of popular and representative government—these are things worth while in journalism. They are fundamental in their relation to the safe and sane advancement of civilization, and no editor who ignores them is fully discharging his duty or living up to his highest opportunity.

And herein lie the deeper rewards of journalism. There is much trial and tribulation for the newspaper man—so much, indeed, that often he is tempted to faint by the wayside, to sit under the Juniper tree. But there are rewards far and away better and greater than can ever come from the plaudits of the populace, or from political preferment, or from financial success. Isn't it worth while to feel that you are influencing for good the life of a whole community; that its political activities, its civic ideals, its social standards are being measured and molded by the consecraton of your powers of mind and soul?

"'Rejoice and be exceeding glad'" (to quote Father Herbert) "that you are a newspaper man. No other calling has such opportunities for usefulness, and usefulness is the very acme of all success. There is not a human interest but that the newspaper man can serve—not a school, a church, a worthy society or institution, a farmer or a mechanic, a trade or a home, that the properly-inspired and conducted paper cannot benefit. When the newspaper performs all that is within its opportunity and its power to accomplish, it affords a competency to those engaged in its making and publishing, and places them in an honorable position, more secure and more worthy of honor than can be obtained through the holding of any public office or the attainment of the highest success in merely commercial life."

But there is another phase to the duty and responsibility of the man that owns and edits a newspaper.

It is often said, with reference to a newspaper's character—its principles and policies, standing and influence—that, after all, "it is the man behind the gun that counts."

This is the truth, but not the whole truth. A newspaper is more than a personality.

Take the man behind the gun illustration. Doesn't the gun stand for something more than the faithfulness and efficiency of the gunner? Aren't the officers of the ship or those in command of the field behind the gunner? And isn't the government behind the officers? And aren't the whole people behind the government? If the gunner fail—from any cause—think you the gun will be silent or put to perverted uses?

A newspaper is something over and above the man who is in charge of it. Much of its success and its force and effect depend upon him, but editors have died and worms have eaten them and their newspapers have gone on from glory unto glory.

A newspaper represents, in greater or less measure, the opinions, judgment and character of its editor. But it does more than that. It represents the consensus of opinion and judgment, the composite character of its constituents.

A newspaper is an entity. It has character and individuality—provided it be not a personal or political "organ." It has principles and policies which are greater and stronger than any man or set of men who may be at its head or compose its staff.

Men may come and men may go, but the real newspaper goes on forever.

Many people have most decidedly erroneous notions as to the fundamental functions of a NEWSPAPER.

An ORGAN of any party or faction, clique or cabal, cannot possibly be a NEWSPAPER in any sense.

An ORGAN never gives ALL the news, nor tells the truth about some of that it does give. It suppresses news on the one hand and manufactures it on the other, and colors it always to suit its own purposes. Thus, in the sense of giving the news, the ORGAN is worse than no newspaper at all.

In the matter of molding or leading public opinion, creating and shaping community sentiment, the ORGAN can accomplish very little. If it ever has any influence or prestige it soon loses it.

The ORGAN is especially useless in reaching and influencing the very people it wants and is expected to reach and influence—those whose views, opinions and judgments are at variance with its own; for such people do not read it, or if they do they do not believe what it says.

A NEWSPAPER must publish ALL the news and tell the truth about it. It must be fair and impartial in its editorial columns.

Such a NEWSPAPER is often misconstrued and misunderstood and unjustly judged for a time and by a few people, but it triumphs in the end. Its efforts to be fair and impartial are sometimes and by some people construed as straddling; this is especially so in communities where ORGANS have flourished and where intense partisanism prevails. In such a community if a paper that is supposed to be, and actually is, committed to one side of a question treats the other side with fairness, its own side immediately construes its action as desertion, and the other side jumps to the conclusion that it has seen the error of its ways and is seeking to amend them. That is to say, a few of the most zealous partisans on each side view the matter in this light, BUT THE AVERAGE CITIZEN SEES IN THE PAPER'S COURSE ONLY THAT FAIRNESS AND INDEPENDENCE WHICH COMMANDS HIS RESPECT AND GAINS HIS CONFIDENCE.

Sometimes a paper is misjudged as to its motives when only its ability is at fault. Newspapers, like individuals, are circumscribed in their powers by limitations of ability and resources, financial and otherwise. A newspaper doesn't always have at its command the time and money, its space and staff are not always adequate to handle every situation as it ought to be handled. Moreover, the attitude of the public and men of affairs toward a newspaper is not always such as to enable it to obtain necessary reliable information in order that it may fully exploit every situation that may arise.

If intense partisans—and this is said with full appreciation of the devoted consecration of such men to the principles they advocate—if intense partisans could divest themselves of the obsessions from which they derive their force and power long enough to view the issue at stake in that impartial light in which the newspaper MUST VIEW IT IN ORDER TO SERVE IT, they would not so often fall into the error of unjust judgment.

Out in California not long ago I was a guest at a Medical Association banquet. At the table I was placed beside a good looking doctor—how good a doctor she was I don't know. "Before I knew you," she said, "I thought you were

a doctor. You ought to have been. It's too bad you didn't have yur horoscope cast before choosing your profession."

This was highly complimentary even though it was only jesting. And it reminded me that when I was a boy I always thought I would be a doctor when I grew up. I even selected my studies during my eight months' college course with that end in view. I thought Latin and physiology were about the right beginning for an embryo doctor. In the first I got as far as "amo, amas, amat," etc. How far I got in physiology or physics or whatever it was, I don't know, for I don't remember anything about it.

I didn't become a doctor of men's bodies. I would have had to get a diploma from a medical college and a license from the state to do that. But I became a doctor of men's minds and morals and souls. I could do that without any preparation or examination or license.

One of the speakers at the banquet said, that the newspaper is the greatest power in the world—for evil, when its functions are perverted. I know it is a great power for good when properly and ably conducted.

I have administered medicine in large doses and continuously for years to men's minds, morals and soults. How much good I have wrought, how much harm I have done only heaven and hades know, and may the Lord have mercy on my soul.

I think there should be prescription and proscription in the newspaper profession as in the medical profession. No man should be permitted to practice journalism without having pursued an adequate and proper course of study and passed a satisfactory examination as to mental and moral qualifications.

I am glad to know schools of journalism are being established and that journalism is to have a code of ethics and standard of qualification, and be elevated to a higher plane among the learned professions.

I entertain very high ideals for my profession, however far short of living up to them I may fall. The editor whose highest conception of greatness for a newspaper is for it to sell more papers and advertising space than any other newspaper is as poor and piteous a thing as the doctor who sees in his profession nothing but fees.

Every editor, like every doctor and lawyer and preacher and teacher and stateman, has professional duties and privileges added to those of his citizenship, and failure to recognize and discharge and improve such duty and privilege is failure to attain the highest and best method.

I do not understand that this association was organized and is conducted merely nor primarily for the benefit of its members, but I take it that service to society is the object aimed at, and I desire to congratulate the country on the efficient and devoted service of this splendid body of men and women.

The Influence of the Press for Good

ADDRESS BY MISS KATE BARNARD.

FRIENDS and fellow workers, it is an embarrassing position for an unknown girl from Oklahoma to stand before a distinguished body like this, and I assure you in the beginning I would much rather be at home than to be here, but I have come to believe, through the misfortunes of my father, and the new view of life with its revelations of human misery which came to me as a consequence thereof, that there is a great deal of work in public life for a woman, and, while the greatest sphere of a woman is her home, yet through the misfortunes of life, occasionally a woman lives who has no relatives and no home, and then her work should be something of social service for the world and the greatest field in life is that of human betterment, and the greatest object is that of human progress and development, and it seems to me to be perfectly natural that a woman, if she chooses a public vocation, should choose the highest, viz: that of human good.

The State is nothing but the enlargement of the home, and the State should contain no environments but that which would be beneficial to a good home, and, if a woman enters the field of public life, her first efforts should be to reduce the evil influences in her State, and, with the power and ability at her command, work in such environments that at the end this would constitute a good home.

In my work in Oklahoma, I have this as my ideal, to make Oklahoma a happy, moral State—a State looking after the welfare of its humbler citizens and poorest children. I am engaged in what I am pleased to call State Housekeeping. Now, a good mother looks equally after the interests of every little child and every inmate of her home. She sees that all have equal opportunities, equal happiness, equal environments, and that all are equally well clothed, well housed, well educated, and well fed, and this is exactly what I am endeavoring to do in the State of Oklahoma. We are proud of our Christianity, and practice it for one day, and forget it the rest of the seven days of the week. Still we are all just one human family, brothers and sisters, you and I, and all of us on the planet Earth, warmed by the same light, chilled by the same cold, with common joys, sorrows, ambitions, failures and heartaches, all journeying to the same common destiny—to meet a common God.

We should be good to each other then, and should see that none of us are hungry, or ignorant and poorly clothed and poorly fed, as some day we may be called to give an account to God for thus mistreating a brother, and right here let me state that, while I am a reformer, I am not of the kind who would pull the successful brother down. I am glad to see him in his beautiful palace, elegant gowns and automobiles, but I would have these equally for all the human race, and I would not permit one brother in this human family to have ten palaces and ten automobiles—nine too many and which he cannot use—while nine brothers of his work in rags and without a home. This is not a Christian condition, it is something which we must meet our Maker and talk to God about some day, and it is better to fix this little matter up down here. In my work, I always keep the picture of a little child before me, a little curly headed three year old child. I came as a stranger into his home, but, as soon as the little fellow saw me, he walked right over to me, as if he had known me all his life, and laid his curly head on my shoulder, and smiled up with his big blue eyes in perfect confidence into my face, and I looked straight into the blue eyes of that little child and thanked God that my every effort in human life was to make the world a fit place for that little child's home; to tear away the brambles and pitfalls and adjust the hours and wages of life, and do away with ignorance and disease, and the accidents and the crime, which would otherwise be snares for those pink little feet as they walked the thorny path of life, and, if I should say anything in this address, which might appear to the rich man as if I were prejudiced against him, let him remember that my father was at one time one of the richest men in Kansas, and that I came near being an aristocrat; that in two years he expected to retire from business—that in two years he retired from businesss, financially broke, at fifty years of age, with his brilliant intellect and gray hair—without a home; that this was brought about by the drouths and the grasshoppers, but, with the fluctuating fortunes of America, who can say that to-morrow he will not be without a home.

In my charity work in Oklahoma City, I closed the eyes of a penniless tramp, and sat over him as his heart beat out the last fluttering pulse of life, and bathed the face and moistened the parched lips of this penniless beggar, who had once been a millionaire in the Stock Exchange of Wall Street. In my work in Oklahoma I have asked for and secured some laws which have been called drastic legislation, but they are only laws which limit, in a way, the speed with which one man may become a millionaire, and give greater opportunity to this little blue eyed child to make a success of his life, whether this child be the son of a pauper or a millionaire, for the child of the one may to-morrow have the place of the child of the other, and our business in life and womans business in public should ever be to make the world, with each succeeding generation, a more fitting abode for the little human plants which each year come into it, to the end that the human race may make that progress and development towards perfection, which in our age of today, is marked by the perfection of materials and machines.

Now, in this little piece of work which we have accomplished in Oklahoma, we have had the help of such people as Jacob Riis, Edward Markham, Luther Burbank, Ben Lindsay, Owen R. Lovejoy, Samuel S. Barrows, Mrs. Philip N. Moore and others, and, in this wonderful piece of work for human betterment, which has recently taken place in Oklahoma, we have had the help of the *Daily Oklahomian* and the Press of Oklahoma, the Press of St. Louis, Chicago, Minneapolis, Atlanta, Richmond, and New Orleans, the *American Magazine* and Editor Brisbane of New York. Now, what we undertook in Oklahoma in the way of State Housekeep-

ing was this: We decided that there are certain grave social evils in the Commonwealths of civilization, and that Oklahoma was no exception to the rule, and we set about to exterminate these social evils, which act as pitfalls to bring misery upon the human race. These social evils we believe to be Poverty and Crime, and, in the study which followed, we discovered that, aside from that poverty which is due to drink and laziness which is the individual's fault, there are also grave social causes of poverty, and that these social causes constitute about 65 per cent of the poverty of the universe to-day. By these social causes, I mean that force in human society which constitutes an environment for a man and for which he is not responsible himself. The social causes which produce poverty—causes for which society is responsible—we maintain to be disease, unemployment, ignorance, accidents in industry, low wage and city congestion, and, as Oklahoma was about to write her Constitution, we decided to eliminate these social evils, or reduce them to a minimum by law.

POVERTY.

Poverty is the worst curse of a Commonwealth, because it reduces men and women and little children to ignorance and degradation and rags. We first began our inquiries as to the social causes of poverty. I made a tour of the factories of the North and was deputized as a factory inspector in St. Louis and Chicago, and here I learned why it is that, for every one who dies among the rich, two die among the poor, and for every one who is sick among the rich, three are sick among the poor. Think of the expense of funerals, and the sorrow and human heartache unjustly imposed upon the poor. Disease then is one of the great causes of poverty. I looked into the factories and workshops and mines of America and discovered there, together with the slums and housing conditions of our cities, the social causes which bring added deaths and misery to the poor. I found that in the lead mines men contract a deadly disease resulting in lead poison called "fossy jaw," a disease in which the teeth rot, and, with pieces of the gum, shrivel and fall out. I found that men working ten and twelve hours, breathing fertilizer dust, become nauseated and sickly and diseased. I found human horrors in the lye factories and dye factories, and gases and deadly fumes; I found men walking up and down between red hot 60 foot cylinders in the cement mills, all day in the terrific heat, breathing with every breath Portland cement dust, to clog and fill their lungs, and bring about the hideous White Plague so that after a while they may expectorate in the street cars, and the winds of heaven may drive this expectoration and blow into the atmosphere myriads of deadly consumption germs for you and your children to breathe, and, after a little, you too may have a funeral, and may tell the people it was the providence of God to take your little child, when, in fact, it was the selfishness of men like yourselves, who paid no attention to your human brothers or how hard a thing you made of their lives, and you should remember this and not put the blame on Almighty God just because he is out of sight and you dont think he hears you. I shall say no more about these factory conditions, as a hint to the wise is sufficient, and who is wiser than you?

I heard once of a newspaper man, who put on old clothes and investigated places like this and told the world about it, and much good resulted.

EIGHT HOUR DAY.

I visited the packing houses in Chicago, and they walked me down an elevated sidewalk where I could look over the bannister and see wonderful sights, and I came across to a man in a box six feet square, and, since this man is a human brother of ours on the way to a common God and a common judgment with us, perhaps we would be interested in this man. Was he smelling the perfume of a beautiful rose or looking at the delicate tinting thereof, or reading Shakespeare or Walt Whitman or Ruskin, and thus bathing his soul in beautiful thoughts, or how was this brother of ours spending his human life. Listen and I will tell you. All day long into this box were driven hogs and all day long from the time the sun rose till the sun set this man picked up a hog by a hind leg, passed a shackle over it, threw the shackle over a steel sprocket on a revolving steel wheel; this wheel raised the hog to a point ten feet in the air and shoved the hog down an inclined plane to where stood another brother of ours, and all day long this other brother of ours stood with a glittering dagger in his hand, and all day long this glittering dagger rose and fell, and each time a hog died. When the sun rose, the glittering dagger began its deadly work, and when the sun passed its meridian the glittering dagger still continued to drip with red hot blood, and, when the sun went down in the west and the light faded from the heavens, the glittering dagger still unerringly struck the jugular vein. I looked down at this man and thought of his life, and the manner in which a Christian civilization was brutalizing him, and I shuddered. Just then he looked up and smiled, a sort of quaint, strange smile, the peculiar smile of a man who almost never smiles, and again I shuddered, for while he looked at me, his hand unerringly hit three jugular veins and three hogs died. The man had become an automatic sticking machine. I was telling this story some months ago in the Pilgrim Church of Kansas City, and the next morning, in red headlines, I read a most terrible thing in the morning press. This same man had gone mad over his work, the light of his reason had been closed out by a Christian civilization which had worked him in this brutalizing, hellish business for twelve hours a day, and, before they could reach him and wrench the terrible glittering dagger from his hand, he had stabbed four workmen to their death and mortally wounded seven others. I used this argument in the Eight Hour Day in Oklahoma and I said to our brothers there, if one of these hog stickers in the packing houses of America becomes weary of the long hours and the cheap pay, and decides to make his living an easier way, and should meet you in a dark alley and stick you in the jugular vein, he would be sticking the other hog, for any human thing which will prey upon a brother or permit an organization in this system of society to so brutalize a brother can only be classed in the species "hog."

We found that the railroads were working their workmen right in the open air in the rain and cold weather, without covers over their heads, and we compelled them to build sufficient shedding and thereby stop disease. We passed an Eight Hour Law in Oklahoma so that our workmen may now become acquainted with their wives and children by day light since the long hours are diminished, and which previously kept the husband away from home excepting at night, and we passed a strong factory inspection law which compels fresh air in the deadly lye and dye shops, and the terrible mines and mills.

The Duty of the Press in the Good Roads Movement in the United States

SPEECH BY HENRY BRANSON VARNER, EDITOR OF SOUTHERN GOOD ROADS OF LEXINGTON, NORTH CAROLINA, DELIVERED BEFORE THE NATIONAL EDITORIAL ASSOCIATION AT NEW ORLEANS, LOUISIANA ON FEBRUARY 11 ,1910.

Mr. President and Gentlemen:

THE ideal newspaper is not only a purveyor of news, a recorder of events, but is also an evangel of better things than the present offers, an exhorter, a leader, and its place is in the vanguard of progress. Its relationship to any great and good movement that makes for the material and moral welfare of the whole people is that of interpreter, expounder, preacher, and prophet. The ideal newspaper leads. It is its duty.

And so in this great movement for improved high-ways, the press of the nation ought to take the foremost place; and it has. No other question is so vitally connected with the welfare of the American people as the good roads question, and hence, it becomes the high duty of every newspaper in the United States to enter vigorously into the movement for good roads, publishing good roads news, explaining plans, urging improvements. That the press in large measure is doing all this is apparent to every newspaper reader. Few newspapers in all this country today are hanging back from the fight. And a newspaper that hesitates to plunge into a fight like this isn't much of a newspaper and will not be missed on the firing line.

Having realized its duty and its relationship to the good roads movement, and having taken up the cudgels vigorously for improvement of conditions, the press is securing results. Go anywhere that you will, and where you find the press actively engaged in moulding sentiment for good roads, you will find improvements either under way or on the eve of being realized. Instances might be cited galore where the press has been the direct and most potent influence in the construction of better highways.

Building good roads is the paramount issue before the people of this country. It is a matter that transcends in importance all other questions, because nothing hampers development, material, moral or spiritual so much as mud, and nothing could possibly speed development more than good roads. The "great world" cannot "spin down the ringing grooves of change" unless the grooves are so constructed as to make speed possible. Hence, it is plain to all that the duty of the nation's newspapers is to preach good roads persistently, to advocate strongly, to publish information and thereby mould public sentiment until the people are educated to the point where they are willing to bear the cost of building modern highways in every section of the country.

United, determined and persistent, the newspapers can do anything. The press is all-powerful. Napoleon himself said that he feared three hostile newspapers more than a hundred thousand bayonets. I have no hesitancy in declaring to you today that if the newspapers of the union, one and all, will make common cause in this great battle for the most needed of public improvements, the entire country will be swept by such a tide of good roads sentiment that within an incredibly short time the land will be covered by a net work of as fine highways as any country of Europe may boast. Shown the pressing need of roads, the enormous loss occasioned by mud, and the way to get good roads, the people will not be long in deciding that they must have good roads.

It is idle for me to attempt an enumeration of the benefits good roads confer on a people. Every man, no matter how unlettered, instinctively knows that a good road is a far better thing to have then a bad road. We naturally have it in us to know the value of, and to construct an easy pathway, but, unfortunately, the devil of tax steps in and tempts us to bear the ills we have, rather than fly to blessings we know of and greatly desire. Our people all believe in good roads, but there are some who are unwilling to pay the cost. I have heard good men and good farmers declare that inasmuch as the mud trails we now have were used by their fathers, they are good enough for us and it were useless to suggest a change to them. Others declare that we are too poor to attempt road construction, and still others are vehement in their opposition to the idea of handing down to succeeding generations such a loathsome thing as a public debt. These are some of the objections one hears.

I believe in my soul that a bad road is the greatest curse that can be laid on a community. It stunts the industrial, moral and intellectual life of a people. But a good road is equally as great a blessing, for once a community gets facilities for transportation and communication, all other blessings will be added thereunto. Mr. Roosevelt has well said that the difference between semi-barbarism and civilization is the difference between good and poor means of communication. Far back in history good roads building was recognized as a leading factor in advancing civilization. We are told that early explorers in Peru found improved highways, one of the military roads being 2,000 miles in length, with tunnels through mountains, bridges or ferries over streams, a road 20 feet wide, made of flag stones covered with bitumen. Ancient Mexico built good roads, as did India and Persia. In the latter country the monarch built a smooth, hard highway alongside of the common earth road, and none could travel it save his royal highness. The Roman roads are still the marvel of a modern world and are still used. Nothing contributed more to Rome's prosperity and prowess than these imperial highways, straight as an eagle's flight, reaching to all parts of the world-empire.

Following the fall of Rome, the darkness that settled over Europe was in no small degree attributable to the lack of means of communication, and returning light came with the movement to build passable highways. Europe today is far ahead of us in the matter of roads. The thrift and wealth of the Frenchman largely come from his magnificent thoroughfares. England has good roads into every nook and corner of the island. They are constructed scientifically and guarded jealously. This great country of ours, with its illimitable resources and its teeming millions, the grandest country on the face of the earth, is fettered by mud, and our people are just awakening to the absolute necessity of good roads if we are to progress and become what we should be. Mr. Roosevelt has said:

"Merely from the standpoint of historical analogy we should have a right to ask that this people which has tamed a continent, which has built up a country with a continent for its base, which boasts itself with truth as the mightiest republic that the world has ever seen, which we firmly believe will in the century now opening rise to a position of headship and leadership such as no other nation has ever yet attained—merely from historical analogy, I say, we should have a right to demand that such a nation build good roads. Much more have we a right to demand it from the practical standpoint. The difference between the semi-barbarism of the middle ages and the civilization which succeeded it was the difference between poor and good means of communication. And we, to whom space is less of an obstacle than ever before in the history of any nation; we who have spanned a continent, who have thrust our border westward in the course of a century and a quarter until it has gone from the Atlantic over the Alleghanies, down into the valley of the Mississippi, across the Great Plains, over the Rockies to where the Golden Gate lets through the long-heaving waters of the Pacific; we, who take so little account of mere space, must see to it that the best means of nullifying the existence of space are at our command."

Good roads mean progress and prosperity and are a benefit to the people who live in cities, and an advantage to people who live in the country. Like good streets, they make habitation along them desirable. You never, or rarely ever and then not for long, see a shabby home by the side of a modern road, where everybody passes and sees how you live. They make people straighten up and put their best foot forward. The value of farms is enhanced. Statistics prove that in nearly every case the states having the highest percentage of improved roads are a powerful factor in encouraging the settlement of unused lands. Roads also have a far reaching influence in holding men to their farms, and restraining them from drifting to the towns. While the manufacturing towns must have labor, who is there that will deny that if our states had good roads, the hundreds of good farmers would have moved their families from the country home to town to work in the mills? So great an exodus occurred two or three years ago that farm labor was almost impossible to secure. These people are needed in the country; there they would have stayed had there been good roads, which make farm life so much more attractive. As the price of land depends as much on accessibility to market as on productivity, it follows that road improvement, by holding people and attracting others, directly tends toward increase in values of all farm lands within touch of the improved highways. It is shown that in states where the average price of land is less than $20 an acre

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the percentage of improved roads is only 1.8, whereas in states where the acreage value is more than $20, the average of improved roads is 9 per cent of the total mileage.

There are records which show that roads have increased the value of farm lands from 50 to 500 per cent. It has been ascertained by a dozen railroads through their land and industrial departments that farms through which good roads run are enhanced in value from $2 to $9 an acre, and whether conservative or enthusiastic, all concede that the increase is marked, immediate and inevitable. Suppose a county of 200,000 acres votes bonds, and placing the enhanced value at only $4.50 an acre, it will be seen that the land owners thus benefited would gain not less than $900,000. If the bond issue amounted to half a million, there would be $400,000 profit at once. The increase in the profit and price of farm products is equally certain and plain. The farmer's produce is worth nothing unless it can be placed on the market. Time was in England when food would be rotting in one place, while people suffered for the lack of it in a community a few miles away, because it was impossible to transport the products of the farms. In the United States today something of the same condition obtains and who knows how large a percent of the cost of living is chargeable to mud? There is no doubt in my mind that the present high prices for necessities, aside from other considerations, are caused in part by impassable country roads in all parts of the country, for it is estimated that it costs each year $500,000,000 to haul the products of the farm to the market towns, the cost per mile being twice as much as in Europe where they have excellent highways.

We may close this hasty discussion of the advantages of good roads with this quotation from the Honorable John H. Bankhead: "Good roads are avenues of progress, the best proof of intelligence; they aid the social and religious advancement of the people; they increase the value of products; they save time, labor and money; they are the initial sources of commerce, which swell in great streams and flow everywhere, distributing the products of our fields, forests and factories. The highways are the common property of the country, their benefits are shared by all, and all should contribute to them."

The question comes, how to get good roads? Shall we vote a direct tax, or shall we issue bonds? Shall we pay as we go, or shall we pay part now and let future generations pay part? To my mind, the whole question comes down to whether we want good roads now, or whether we are willing to build a few miles now and let another generation build a few miles more and another and another, until in the course of human events we secure good roads throughout the nation years after every person now at the age of accountability is dead and gone, God forbid. We would lose enough to macadamize every mile of road in the nation. I stand for bonds. Mecklenburg county in my state has been building roads thirty years and she has about 208 miles, using direct tax. We must go ahead and issue bonds, build the roads, increase our wealth, and reap many fold the cost of the roads.

Should a county issue bonds, before a dollar is expended, a competent civil engineer should be secured and put to work mapping out the county. He should be under either the county commissioners or a highway commission composed of the commissioners and other men selected by the people. It is absolutely necessary that an engineer be employed, even though he cost considerable salary, for the location, construction and maintenance of roads are operations that no men or set of men without the aid of an engineer can conduct in the proper way to get the best results at the least cost. There is a disposition on the part of many people to cavil at the price paid such an engineer, and if you undertake to fight for roads you will meet it at the outset. That idea must be eradicated, as must also the idea that the men intrusted with the public funds will not place every dollar where it belongs. In an age of skepticism in business, it is not unnatural that people should suspect that huge sums voted for roads will be preyed upon. No county can build roads without an engineer who acts as pathfinder, going over the county, studying the situation, making maps and doing all that very necessary preliminary work without which oft times money is worse than wasted.

A county which shows sufficient progress to bond itself in a liberal amount for the purpose of securing improved roads should keep its money intact until its officers have learned exactly what class of roads will best meet its requirements; what type of road it is best qualified to construct and what it can best afford; and these facts can be secured through the aid of the national government, the office of public roads standing ready to give gratuitous advice and supply skilled highway engineers who are amply qualified to tell what type of highway would best meet that county's requirements and to demonstrate those suggestions by supervising the building of stretches of model highways, after which local officials may take pattern.

When county officers learn to appreciate the fact that road building is an art, they will rely more and more upon expert advice and scientific demonstration, and when they have learned what class of roads is desirable, they will construct them and then guard them.

Therein lies one of the most important of all American highway questions. Americans build as good roads as Englishmen or Frenchmen, but having done so, they rest contented with their efforts and let each passing breath of air, speeding automobile, or drenching rain blow, wear or wash the road surface away.

In the countries of Europe, where the well-nigh perfect roads are the pride of the citizens and the envy and admiration of visiting Americans, most jealous care is constantly given; a careful day-by-day inspection is made, and every depression is quickly filled and all inequalities rolled or tamped.

Two requisites, therefore, confront the county supervisors at the outset—first to ascertain what roads would be most suitable to that particular section, and secure what sums should be expended for their maintenance after completion.

Those are vastly important and the nation's very small percentage of improved roads is due largely to a failure to give consideration to them. Millions of money have been wasted in building roads which local conditions made impracticable and out of all cost proportion to the county's revenues.

There are exceptions to all rules, however, and Pike county, Alabama, stands as a glittering exception to the usual construction blunder. There the county officials had planned to expend a large sum in the building gravel roads.

Mr. W. L. Spoon, United States Superintendent of Road Construction, being sent to make an inspection of the county's road possibilities, learned that 700 miles of important routes needed improvement. He figured that the cost of gravel roads would be $3,000 a mile—plainly a sum greater than the county could be bonded for. Conditions, however, were ideal for sand-clay construction and he strongly urged its adoption. By legal proviso the county could be bonded for only 3½ per centum of the assessed value of the real and personal property. The plan was decided upon and an issue of $143,000 was voted. One hundred thousand dollars' worth of the bonds were quickly sold, being disposed of in $50,000 allotments.

The first allotment brought a premium of $525 and the second one of $825. Forty thousand dollars was at once spent for mules and road building machinery and work was started.

With the sum remaining, 118 miles of the finest sand-clay roads in the South had been built within two years from the date of the bond issue; a generous sum was still on hand; eight gangs were at work, and the people were so pleased that they stood ready to take up the remaining issue of $45,000 and expend it in the same way.

It is the belief of the nation's highway director that such facts should be impressed upon the people of all counties desirous of extending and improving their highways before actual work is under way. When that has been done, he is warmly in favor of the raising of funds by issuing county bonds with the restrictions which the Virginia highway law imposes, viz: that all moneys so raised shall be spent under the watchful supervision of a state highway commission, because otherwise the money may be wasted.

Inasmuch as road building and road mending have been for a century under county commissioners and township road supervisors with practically no beneficial results observable—it seems plain that the time for a radical change of methods is at hand.

Many farmers fear a bond issue as they do the visits of the chinch bug or the Kansas grasshopper, but the benefits they derive from that method of raising money for road improvement are far-reaching and immediate, while the individual tax on each is so small that it is scarcely noticeable. In reality, borrowing money through the sale of road bonds is like buying a house, a farm or a business on the installment plan. The purchaser receives the object at once and derives the benefits from it while paying for it. As the benefits derived from perfect highways cover long periods of time, fairness and equity demand that the rising generation should bear a portion of the cost and that the increased citizenship, always attracted to the locality by a system of good roads, should also aid in paying for the added benefits.

Besides that, there is a financial wisdom in floating county bonds for road improvement. In many cases those bonds sell at a premium, and everybody interested gains a benefit. In some southern states good roads bonds have brought a price so high that the premium has wiped out two or three years' interest on the principal. In Bradley county, Tennessee, but a few years ago, the supervisors voted a bond issue of $90,000. Those bonds bore interest at the rate of five per cent. So enthusiastic were the citizens for road improvement and so much confidence did they have in the locality in which they lived that the premium was $20,000; the cash sales placing in the county treasury $110,000.

I am an earnest believer in state aid and co-operation in building good roads, and I believe that the time is at hand when the government will hit upon some plan whereby it may co-operate with the state and the state with the county, in the work. It has been argued that it is unconstitutional. Why should it be more so than the expenditure of money for river and harbor improvements, which often take the form of a private enterprise? As a matter of fact, it has been shown conclusively in Congress that so far from being unconstitutional, the Government in its very beginning began the construction of good roads and expended more than seven millions on the old Cumberland road from Maryland to St. Louis, a distance of 700 miles, and the work was only abandoned because there arose a question of authority and responsibility as to who should maintain and repair the road, the States or the Federal Government.

What does the Government do for the farmer? We spend millions annually on the army, a dead loss, though doubtless necessary; we spend some hundred millions on the navy; have spent a half billion on river and harbor improvements. During ten years we spend more than six billion dollars of which about forty-seven million went to the agricultural department, but not a dollar for the promotion of good roads, a common blessing for all the people. During fifty years, in all the vast sum our Government has disbursed for one thing and another, not a dollar has been appropriated for roads. And yet, the farmers of the country compose the bulk of the population, and last year contributed to the national wealth eight billions of dollars. The one-horse farmer around behind the hill miles from town forms the foundation of the nation, and what has the Government done for him? Nothing. The burden is upon him, he foots the bills; and the Government takes his money and spends it on everything under the sun by the millions, on everything but on what affects him mostly—roads. In 1909 the farmers of this country not only fed more than eighty millions of people, but sent across the sea a billion five hundred millionof farm products. This preserved the balance of trade with all the world, and gave five hundred millions to the country to set aside for the proverbial rainy day. Had this not been, a billion dollars would have had to have been sent abroad for import duties. It was enough to pay the immense appropriations of Congress and still add half a billion to the national wealth. In the face of all this, the Federal Government has done little for good roads. A number of bills have been introduced in Congress recently, each one proposing national aid in amounts ranging from one to one hundred millions of dollars. These measures would give to a State as much as the state provides for the construction of good roads. The fact that such bills have been offered indicates a trend of thought toward federal co-operation with the States, and foretells the not distant time when the National Government will commit itself to such a policy. Governor Sanders of the great State of Louisiana, has declared himself in favor of national aid, saying that the Government should connect state with state; and then he goes on logically, saying that the states should connect county with county and the counties should connect their various subdivisions with good roads.

It is interesting to study the effect of the automobile on the good roads movement. Everywhere, in spite of prejudice, the automobile creates sentiment for better roads. The machine has come to stay and it is idle to fight it on the ground that it destroys a road surface. If it does, then we must have a surface that it will not injure.

Looking over the nation as a whole, one is gratified by the innumerable evidences of growing sentiment for road improvement. Every state is studying the question. There is activity everywhere. Still the "good roads fiend" chafes at delay with impatience. He would like to see the movement move faster. In the South, we believe, the cause of good roads is growing more rapidly than in any other section of the Union. In the last six months of 1909 more than twenty million dollars was appropriated for highway improvement. The great national highway mapped out and traversed by the Atlanta *Journal* and the New York *Herald* was a mighty influence all along the course and throughout the South. The highway passes through my town and it was no small factor in the success of a bond election which my township carried last fall. The South needs good roads and it must have them. With them it will indeed be a Greater South, and through a Greater South we may expect a Greater Nation. The duty of the press lies in hastening the day. We must stir our people to a realization of the value of good roads, of the necessity of roads, and see to it that our state legislators from now on are good roads legislators, that our Congressmen are good roads Congressmen. If the press will but do this, it will have rendered the nation a service that will eclipse all services rendered in the past. First, get the folks in the notion, get the state in the notion, get the Government of the nation in the notion, and all three, people, state and nation, working together in harmony, will work one of the greatest revolutions this country has seen since the foundation of the Government.

Better Organization for Our Association

BY ERNEST H. PIERCE, REVERE, MASS.

PRESIDENT POMEROY said my topic should be "Better Organization for Our Association," therefore I will stick closely to that text, although my views on the subject may not be fully in accord with those of many of our delegates.

At the outset let me say that any organization that has survived for 25 years, and accomplished so much, was apparently well organized at the start.

Yes, that is true, in a general way, and the original plan has been closely followed all these years. Now the question is, "Will the same plan do for the next ten or twenty-five years?" Some will promptly answer, "Yes," while others will doubtless declare that radical changes are necessary to perpetuate the National Editorial Association.

To my mind neither of these answers solve the problem. I am progressive and believe that changes are necessary, from time to time, in all large organizations, but on the other hand I do not think that anything radical is needed or that any great changes will help us. The N. E. A. has brought the newspaper men of the country together in bonds of close friendship, it has made lasting friendships between the publishers and editors of the East, the West, the North, and the South. This alone is worth ten times the cost and the effiorts that many of us have made to attend the sessions and enjoy the pleasure trips.

How shall we settle the problem? Shall we revise our constitution and by-laws, or shall we let them alone. Tinkering with such things usually makes trouble and discord and results in little progress. Would it not be better to give a committee authority to submit a reorganization plan to replace the present membership sections of our Constitution and By-Laws.

We need a larger membership, we need better financial conditions, and we ought to be able to establish a stronger business association.

I have given considerable thought to the matter and while I do not believe it would be wise to do away entirely with the delegate system, I think some change is advisable. This system has brought together editors from all sections of the country and it should be continued in some manner. We need, however, a regular membership roll, a list of men who can be considered the nucleus of our organization, and who pay small annual dues, whether they attend conventions or not.

An effort was made along this line at Jamestown; but the plan then adopted cannot be worked out in a satisfactory way.

My idea in brief is as follows:

Four classes of members:

Past-Presidents and Life Members.
Honorary Members.
Regular Members.
Convention Delegates.

(Continued on page 196)

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CHICAGO, MARCH, 1910

Never before in its history has the National Editorial Association held a convention at which abler papers were presented, a broader field of practical subjects covered or more effective measures put on foot, for the making of the Association—that has now crossed its quarter century mark—widely useful, than the one at New Orleans, a complete account of which is given in this issue of the NATIONAL PRINTER-JOURNALIST. Our readers are to be congratulated on the instructive, all-embracing views of the American Press, its rights, duties, opportunities, possibilities and the means and methods for high accomplishment, herein presented. President A. Nevin Pomeroy is worthy of double credit and honor, for the whole convention, with its splendid program, had to be arranged for in the short term of six months.

* * *

Dean Walter Williams of the School of Journalism of the University of Missouri has accepted the invitation to deliver the annual address before the Oklahoma State Press Association to be held in Enid, Oklahoma, May 20th. His subject will be "The Equipment of the Country Editor." The Oklahoma Association has more than 300 members.

* * *

SUGGESTIONS AS TO COVER PAPER AND HAND STAPLER.

DEAR SIR:—I think a change in size of cover paper for pamphlet work might be made to the advantage of the craft. Book paper cuts 12½x9½ out of 25x38 stock. Cover paper cuts 12½ x 10 out of 25 x 20 stock. If the inch was put on the other side of cover paper the stock would cut from 26 x 19, sheets 13 x 9½, thus allowing half an inch for back of pamphlet. At present the inch of stock at bottom of cover goes to waste and body of book has to be cut back to fit cover. This would also be an economy to the cover maker as a 25x20 sheets makes 500 square inches, while a 26x19 sheet would make 494 square inches, a saving of 6 square inches. By this arrangement stock could be used without waste.

A hand stapler for pamphlet work which would carry a heavier staple than those now in use I think would meet a growing want. The great trouble with the clogging in hand staplers seems to be in the fineness of the stapler. A machine about intermediate between the hand power and foot power machine. I believe would meet requirements in a large number of offices. Yours truly,

JONESBORO, TENN., January 26, 1910. H. C. BEAUCHAMP.

* * *

A newspaper laboratory is one of the new features of the course in journalism at the University of Wisconsin this year. It is equipped with seven standard typewriters with desks, on which the students are required to write their stories.

To furnish models for their work, several thousands of well-written news stories of all types have been mounted and classified in a large filing case. Magazine and special features articles taken from newspapers and other periodicals have also been provided to furnish students good examples of this kind of material.

Files of the New York papers, the Milwaukee and other Wisconsin dailies, and representative weeklies of the state, are preserved for daily reference and use by the students in newspaper work.

Reference books, descriptive matter and illustrations of typesetting and typecasting machines, printing presses and stereotyping outfits also form a part of the laboratory equipment.

A "morgue" with obituaries, cuts, and matrices of well-known people shows the students how much matter can be preserved for use on short notice.

* * *

An instrument signed by H. H. Kohlsatt, president of the Chicago Herald Company, setting forth that the stock of that company had been reduced from $4,000,000 to $3,000,000, has been filed for court record. The reduction, the instrument states, was made by the stockholders at a special meeting January 24th. "When I acquired control of the *Record-Herald* January 1, "said Mr. Kohlsaat, when asked the significance of this, "it was a part of the deal that the stock should be in that shape, as being most convenient to me. There is $1,500,000 preferred and an equal amount of common stock. I acquired all the common stock and an irrevocable proxy for the preferred. I do not care to say who owns the preferred."

* * *

Mr. E. A. Frommader, Moline, Ill., Winner in Job Department Heading Contest

CONNECTICUT PRIZES THE N. P.-J.

EAST HARTFORD, CONN., February 22, 1910.

With happiness and pleasure I enclose check for renewal of dear old Daddy Herbert's NATIONAL PRINTER-JOURNALIST. Can't get along without it.

Yours truly,

HALE OF THE NUTMEG STATE.

Composing Room Equipment

BY THOMAS W. SUDDARD

IN the last article the writer endeavored to give impressions of the printer's attitude towards his composing-room. It cannot be truthfully said that all printers look upon their composing-room as a useless department to systematize, still there are a great many who feel this way about it and who feel that no matter what they do, the composing-room will not be a paying department. That this is an error has been demonstrated in some of the best printing plants of this country, a few concrete examples of which we will show in this and following articles.

The illustrations herewith shown are taken from the plant of Rogers & Company of Chicago, the composing-room of which was recently designed by the writer. In the space devoted for the composing-room there is splendid light and ample floor space, making it easily possible to lay out the room with a system that affords maximum economy of production.

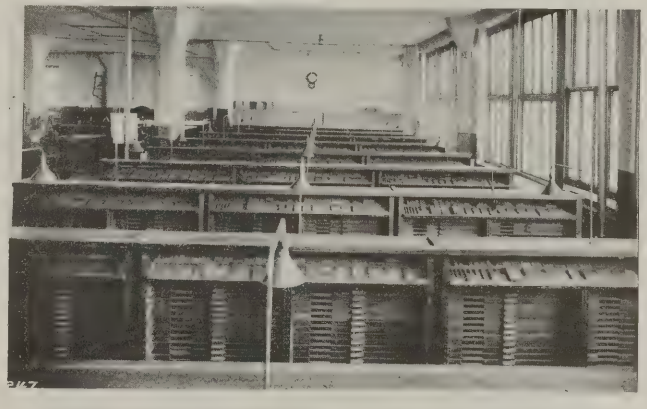
The type cabinets which were of a special design and will be described later, are arranged along the windows, three in a row. The space between the cabinets being 4½ feet, allows ample room for workmen to pass back and forth without interfering with one another. In each alley, under this arrangement, all of the material, as near as possible, needed by men working in same, is stored. This not only includes the leads, slugs, metal furniture, brass rule, spaces and quads, but also the faces of type which the class of work being done in the alley, demands.

Next to the type stands toward the center of the room, is located the foreman's desk on a raised platform, also the stone frames and storage cabinets, thus, as fast as pages are made up in the type alleys, same are carried to the storage rack or imposing stone where they are made up and then either placed in the live form rack adjacent to the stone frames, or hurried at once into the press room which is but a step from the lockup department of the composing-room. It will be readily seen that an arrangement of this kind tends to decrease the amount of lost and wasted time as useless footsteps are absolutely avoided. Such an ideal arrangement as this, however, would not be possible without the specially designed equipment herein briefly described as follows:

The type cabinets are an entirely new departure from anything heretofore used in printing offices and were designed especially for Rogers & Company. A good general idea of the construction of these can be had from the illustrations shown. Briefly, the cabinets are similar to flat top desks. They have sloping tops where the cases lay, with an 8 inch flat shelf at the top for placing galleys with matter, small cases, etc. Two large copy drawers are supplied for each compositor who works on the opposite side of the cabinet from which the cases pull, thus, when he desires a case of type, all that is necessary is to turn around and get it from the cabinet back of him. While if the cases pulled from the side on which the compositor works he would be disturbed every time anyone wanted to get a case out of his cabinet. The back of each cabinet between the tiers of cases and flat-top shelving, is a rack for the storage of leads, slugs, metal furniture, brass rule and similar material.

All of the cases in the cabinets are made with label holders routed in the front. This is an arrangement which protects the labels and is as permanent as the cabinet itself. Each case in the cabinet has a brass number on it with a corresponding number on the upright of the cabinet. The center tier of each cabinet is provided with brass screws opposite each case. These are intended for the compositor to hang a brass number plate on when removing a case, thus enabling anyone in the composing room to know immediately the location of any case which has been removed from the cabinet and is the means of saving considerable time. In order to prevent these pins from tearing and catching the clothes, the center tier of the cabinet is made with a concaved front and thus the pins are recessed and are not in the way.

The style of cases used in the cabinets are something on the plan of California job cases, excepting that provision is made for small caps in some of them.



One of the very strong features of this special cabinet is the height. They stand 52 inches from the floor and thus do not obstruct the light. This gives good light to every type stand in the room as well as to the stone frames on the other side of the cabinets, away from the windows.

All of the stone frames in this equipment are arranged with storage space underneath. Some of them have furniture and reglet, others are supplied with drawers and letterboards. One stone frame is made up for foundry lock-ups especially. This stone is arranged with space underneath for furniture, foundry bearers and foundry chases. In fact, all of the material necessary for the locking-up a foundry form. Another of the stone frames is especially equipped for the proof press. This frame is made with two glass top ink stones, each 24 inches square. The balance of the top is regular imposing-stone and underneath is space for the storage of galleys, ready for proof, various sizes and colors of proof paper, galley racks, letterboards, etc.

Another new piece of equipment is a glass top register table. This table is slightly lower than the stone frame and is made with a plate glass top 5-16 inch thick. The compartment below the glass is white enameled and fitted with eight electric lights to shine up through the glass. The purpose of this cabinet is to mark out press proofs quickly, making them register back to back, etc. Its advantages will appeal almost instantly to any practical printer.

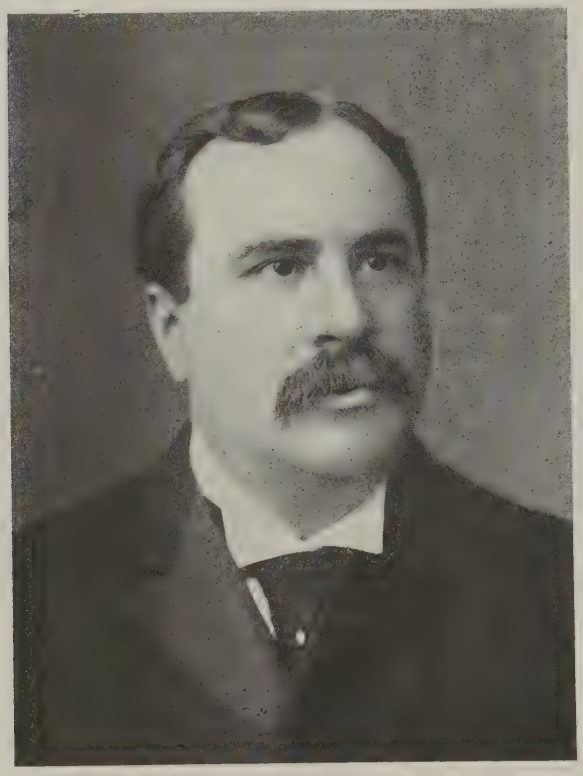
BETTER ORGANIZATION FOR OUR ASSOCIATION.

(Continued from page 193)

In the first class we should enroll only our past-presidents.

I would then make a special class of honorary members who shall include those now enrolled as such and also individuals who may be elected honorary members at any annual convention by a two-thirds vote. Such honorary members shall be exempt from the payment of regular dues, but shall have the privileges of regular delegates, including that of voting at conventions, upon the payment of a convention tax of $6.25, when attending conventions or participating in our regular trips.

The third class or "regular" members should consist of newspaper men in good standing in some regular press association or press club in the United States. The preliminary list should be made up of all present executive committeemen and all living members designated in the list prepared by Secretary Parrott under the "Jamestown Amendment" as printed in the NATIONAL PRINTER-JOURNALIST and submitted herewith as Appendix A, others who are in attendance upon this convention and who signify a desire to be considered regular members and who hereafter pay an annual fee of at least $5. I would also open this door at once to all news-



Hon. E. H. Pierce, Revere, Mass.

paper men now members in good standing of any state, district, or local press associations, who have attended at least five of our National Conventions.

Class four should be made up of such delegates as any of our affiliated associations may choose to send to our conventions in the same manner as at present, outside of our "regular" members.

It seems to me that with some effort we could enroll 500 or more "regular members" in the third class, and thus provide a permanent list and a regular dependable income for our treasury.

While making these changes it seems that our executive work could be done much easier, by an executive committee of not over twenty members, to be chosen from the list of regular members and not from the delegates.

In arranging the regular membership list, I think it should be made up alphabetically and not by organizations.

After the first year under the new plan the "delegates" to each convention should be invited and given the privilege of becoming "regular" members upon signing a simple application blank.

As to dues and fees:

Life Members—$2 per year, and convention tax of $6.25.

Honorary Members—Convention tax of $6.25.

Regular Members—$2 per year, and convention tax of $6.25.

Delegates, $6.25 convention tax and $5.00 for each person accompanying delegate.

Executive Committee-men who attend the meetings and all officers, exempt from the convention tax, but not from the annual dues.

The above is an outline for "Better Organization." It probably can be improved by a small committee working out the details, and if it strikes the members of this convention favorably I hope that a committee of three will be appointed and given full power to proceed along these or similar lines. It would be necessary for such a committee to meet several times, therefore it seems important that they reside in such sections that they can meet easily and without too large an expense for travel.

The ideas advanced embody to some extent the organization plans of several large National bodies. The "United Typothetæ of America" has a regularly enrolled membership, as all subordinate organizations are chartered by the National Typothetæ. We could not adopt their plan, as it would not be practical for our Association, but the plan suggested approaches it in some details and retains our popular delegate system as well as providing a regular membership that we can depend upon year after year. It also provides an opportunity for steady growth and far better financial and business arrangements.

I submit herewith "Appendix A," giving the only list of "regular" members now available.

At the Convention at Jamestown, in pursuance to a recommendation of the President, an active, individual membeship was constituted composed of those who had attended the conventions of the Association five times or more, as delegates from their respective associations, within the previous ten years. The proceedings for the ten years past have been carefully gone over and the following are found to be active individual members—that in no way cut down the quota of the delegates from the several associations:

Alabama—Jacob Pepperman, *Southern Odd Fellow,* Montgomery; Wm. H. H. Judson, *Weekly,* Bessmer; F. L. McKenzie, *Weekly,* Tallahassee; E. Lesser, *Courier,* Birmingham; Geo. W. Read, *Dispatch,* Tuscumbia; H. S. Doster, *Progress,* Prattville.

Arkansas—W. W. Folsom, *Gazette,* Hope.

California—J. P. Baumgartner, *Star,* Pasadena.

Connecticut—Geo. C. Woodruff, *Enquirer,* Litchfield; H. B. Hale, *Gazette,* East Hartford.

Illinois—Will Curtis, *Star-Courier,* Kewanee; Charles B. Meade, *Republican,* Geneva.

Illinois Military Tract Association—W. L. Jones, *Journal,* Lebanon; Geo. W. Cyrus, *Journal,* Camp Point.

Illinois Press Association—H. N. Wheeler, *Journal,* Quincy,

Illinois Democratic Association—J. C. Coulson, *La Harper,* La Harpe; C. J. Lumpkin, *Enquirer,* Carlinville.

Inland Daily Press Association—A. W. Glessner, *Gazette,* Galena, Ill.; F. H. Hall, *News,* Joliet, Ill. *Ledger,* Noblesville; W. S. Montgomery, *Republican,* Greenfield; Thos. J. Brooks, *Republican,* Martinsville.

Indiana Democratic Editorial Association—A. B. Crampton, *Citizen Times,* Delphi; L. G. Ellingham, *Democrat,* Decatur; B. F. Louthain, *Pharos,* Logansport; W. S. Chambers, *Democrat,* New Castle; C. W. Thomas, *Democrat,* Corydon.

Indiana Northern Editorial Association—Will E. Beeson, *Journal,* Winchester.

Indiana Southern Editorial Association—J. W. Cockrum, *Journal,* Oakland City.

Illinois Republican—J. W. Willd, *Free Press,* Nokomis.

Illinois Woman's Press Association—Rose L. Colby, *World,* Chicago.

Iowa—W. F. Parrott, *Reporter,* Waterloo; C. D. Hellen, *Freeman Tribune,* Webster City; G. P. Linn, *Gazette,* Sumner; Lafe Young, *Capital,* Des Moines; E. E. Taylor, *Star-Clipper,* Traer; Ralph Robinson, *Journal,* Newton.

Florida—C. L. Bittinger, *Star,* Ocala.

Kansas—J. Byron Cain, *News,* Belle Plaine; J. Gerald Volk, *Register,* Wichita; R. M. Chilcott, *Times,* Wamego; W. L. Chambers, *Record,* Stockton; J. E. Junkin, *Bulletin,* Sterling; W. M. Glenn, *Republican,* Tribune.

Louisiana Press Association—Miss Florence Dymond, *Planter,* New Orleans; John Dymond, *Sugar Planter,* New Orleans; J. G. Trimble, *Gazette,* Farmerville; Chas. E. Schwing, *South,* Plaquemine.

Maine—C. W. Robbins, *Enterprise,* Old Town.

Massachusetts—Geo. C. Fairbanks, Natick; Louis F. Chandler, *Journal,* Palmer.
Michigan—Wm. P. Nisbett, *Herald,* Big Rapids; Fred Slocum, *Advertiser,* Caro; A. L. Bemis, *Gazette,* Port Huron.
Minnesota—W. R. Hodges, *Herald,* Sleepy Eye, Irving Tod, *Gazette,* Hastings; C. D. Belden, *Transcript,* Austin.
Mississippi—J. A. Richards, *Tocsin,* Indianola.
Missouri—W. R. Painter, *Democrat,* Carrollton; W. O. L. Jewett, *Democrat,* Shelbina.
Missouri Northwest Press Association—W. L. Robertson, *Democrat,* Gallatin; H. E. Robinson, *Republican,* Marysville.
Missouri Northeast Press Association—John W. Jacks, *Standard,* Montgomery City.
Missouri Southwest Press Association—J. G. Newbill, *Express,* Springfield.
Nebraska—W. G. Purcell, *Chief,* Broken Bow; F. O. Edgecombe, *Signal,* Geneva; C. E. Nevin, *Advocate,* Laurel; S. E. Cobb, *Enterprise,* Emerson; T. M. Johnson, *Register,* Chappell.
New England Suburban Press Association—Ernest H. Pierce, *Journal* Revere; A. C. Dowse, *New England Grocer,* Boston; Geo. W. Prescott, *Patriot,* Quincy.
New York Press Association—H. J. Knapp, *Advertiser,* Auburn; W. J. Kline, *Recorder,* Amsterdam; J. Clyde Oswald, *American Printer,* New York; A. R. Kessinger, *Sentinel,* Rome; W. B. Collins, *Leader,* Gloversville.
North Carolina—H. B. Varner, *Dispatch,* Lexington; J. J. Farriss, *Enterprise,* High Point; J. B. Sherrill, *Times,* Concord.
Ohio Associated Dailies—W. M. Miller, *Daily News,* Springfield.
Ohio Buckeye Association—H. B. Rusler, *Gazette,* Centreburg; Wm. A. Ashbrook, *Independent,* Johnstown; B. F. Gayman, *Times,* Canal Winchester; Carl Jettinger, Delphos.
Ohio Editorial Association—J. F. Laning, Bulletin, Norwalk; C. E. Bryan, *Democrat,* London; C. B. McCoy, *Age,* Coshocton; C. C. Fowler, *Dispatch,* Canfield.
Oklahoma—F. H. Greer, *Capital,* Guthrie; Frank G. Prowty, *Star,* Fallis.
Oregon—Mrs. Edyth T. Weatherred, *Oregonian,* Portland; F. S. Harding, *Telephone-Register,* McMinnville.
Peninsula—Fred G. Usilton, *News,* Chestertown, Md.
Pennsylvania—Addison B. Burke, *North American,* Philadelphia; Harry Slep, *Mirror,* Altoona; R. B. McKee, *Jour-...nal,* Freeport; A. D. Gould, *Eagle,* Eldred; C. B. McKee, Towanda; I. O. Nissley, *Press,* Middletown.
Rhode Island Press Club—Walter B. Frost, *Manufacturing Jeweler,* Providence.
South Dakota—R. E. Dowell, *Advocate,* Artesian.
Tennessee—E. C. Perry, *Democrat,* Columbia.
Texas—J. R. Ransome, Jr., *Enterprise,* Cleburne; Jasper Collins, *Watchman,* Carthage; J. P. Chambless, *News,* Ennis; W. A. Johnson, *Herald,* Memphis.
Utah—I. E. Diehl, *Record,* Robinson.
Washington—DeWitt C. Britt, *Leader,* Chelan; Orno Strong, *West Coast Trade,* Tacoma; Wm. A. Steel, *Nome Daily News,* Seattle.
West Virginia—Melvin G. Sperry, *Telegram,* Clarksburg.
Wisconsin—H. E. Cole, *News,* Baraboo.
Wyoming—George W. Perry, *Semi-Weekly Republican,* Rawlins.

A Retrospect of Good Work and of Good Results

BY WM. H. H. JUDSON, BESSEMER, ALABAMA.

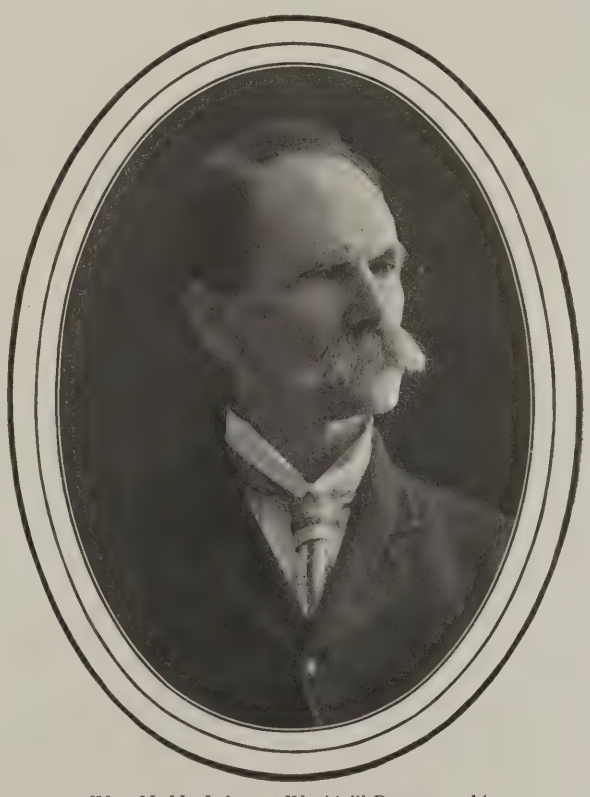
A quarter of a century ago the 19th of this month, a hundred or more representatives of the press, newspaper men from the various states of the Union, met in the Department of Printing and Publishing of The World's Industrial and Cotton Centennial Exposition, then being held in this city, and organized the National Editorial Association. It developed upon myself as the Chief of that department, having in supervision the publicity of the exposition and specially the civilities and attentions due members of the press in attendance, to extend to these representatives greetings and welcome.

I am quoted in the first volume of the History of The National Editorial Association as saying upon that occasion, after expressing a few words of cordial and hearty welcome, that "The press is a potent factor in the economies of life. There is no human enterprise of any magnitude but what is more or less reliant upon its service." This position and these characteristics mark the relations of the press to the varied buiness affairs of life as pointedly and forcibly today as twenty-five years ago. Then the allustion was inspired by some unjust criticisms upon the scope and management of that great exposition, one of, if not the largest up to that date ever held, yet the motives behind those criticisms were not impugned or challenged, a just and toleratant investigation and judgment was simply sought and finally given.

That is the characteristic of the normal press. It is human for it is simply the embodiment of the mentality and conscience of man, amenable to his moods and prejudices and yet always responsive to his sense of right and justice.

Speaking upon that occasion of the purpose of the assembly, I said, "Allow me, in conclusion to express my hearty sympathy with the special object of your assembly here today, the promoting of mutual acquaintance and the consideration of plans for effecting a national organization of the press." That was brief and looking back a quarter of a century it seems to have been conclusive and comprehensive. It was hardly an occasion to anticipate the future or forecast the harvest and the fruits that the planting then would bring. "Promoting mutual acquaintance!" That was the great desideratum. The individual members of the craft, of the editorial guild throughout the states of the Union had up to that period been strangers to each other. Occasions were few that brought many into personal contact. The motive for such occasions had remained dormant. It awaited the prescience and initiative of our gifted and patriarchal First President to arouse and crystalize it into life and action.

"Promoting mutual acquaintance." There is much in the phrase. It is pregnant with deep meaning and almost hallowed results to members of the press. There is no other vocation in life, no other craft followed by man in which mutual acquaintance, personal association and relation of experiences exert such an educative and inspiring effect upon its votaries.



Wm. H. H. Judson, "Weekly" Bessemer, Ala.

in the exercise of these attributes harmony of service is the most desirable and effective. Therefore the extension, the utilization of mutual acquaintance among the members of the press is the mainspring of universal intelligence, the telepathic link which connects mind with mind. Hence the

great value and advance of harmonious and concerted service, and the high mission of mutual acquaintance, the interchange of ideas and knowledge, the exposition of progress, the blessed communions which inspire and confirm fraternity.

The press is the almoner of civilization, the great instrumentality in the promotion of an universal brotherhood, and press of the land was timely and wise.

How best to attain that object? The organization of a national association embracing members from all the states of the union; its annual gathering at various points in the country, at the extremes and in the center, meeting in the cities of the North, East, South and West, on the Mississippi, the Missouri and the Ohio, on the lakes, the plains and in the mountains.

This is the retrospect: meeting together, making mutual acquaintance, and hope, gathering inspiration, creating lasting friendships, and each year entering into new fields of experience, delight and wonder, brought into grandeur, rival the records of any land feasting on the sights and luxuries of the great metropolitan cities, gliding over the rich and illimitable plains and plateaus of the great northwest, coasting the ice bound and clad shores of Alaska and the quaint, alluring reaches of the famed Saint Lawrence, surmounting the snow clad summits of the great mountain ranges of the West, laying in the calm waters of the Pacific and luxuriating in the luscious fruits and incomparable scenery which make a paradise of her shores, billowing the waters of the great lakes, standing in awe in the halls of the Montezumas, and today again entering the threshold of the Crescent City, rounding out a quarter of a century of grand, glorious and priceless curriculum of an unrivalled university.

It has broadened the mind, enlarged the knowledge, stimulated the courage, brightened the hope, exalted the ideals and perfected the work. It has opened new worlds of experience and pleasure to all of us, affording us opportunities of which we otherwise would have been bereft.

This has been the work and the fruits of the National Editorial Association. It has been a good work and the benignant results are and always will be matters of precious memory and ever recurring gratification.

"The Beasts of the Jungle," and the Press

BY R. C. HOUSTON, DAILY CRESCENT, FRANKFORT, IND.

THE idea is suggested as is easily guessed, by the fight of that little nervy ninety-pound fighter of Denver, Colo. There may have been more spectacular contests; more of the self-glorified achievements of the contestants but within the last decade no more self-sacrificing antagonist has been found fighting the battles of the under dog than this game bantam of the Rockies—Judge Lindsay.

To make this fight—to have a chance against the great systems of his city, there was one avenue always open to him; one lieutenant he could always command and without which he would have been but the merest pigmy—the unpurchasable and uncontrollable press

The history of Denver is but that of every city which for years has had the fight of the public service corporations to get, without benefit to the general public, franchises from the city worth millions There is nothing especially new outlined by Judge Lindsay—only the frank way of the Judge in telling it, and had he not the power behind him of the great American Press this plucky Judge could have accomplished little. The firmness of the narrator of these incidents, giving names, dates, etc., is only equaled by the nerve of the publisher who fearlessly threw down the gauntlet to the men who are charged with a sufficient number of crimes, which, if true, should place the guilty beyond the pale of civilization.

But for the power of the unpurchasable Press Boss Tweed would not have been exposed or convicted—and the power of certain gentlemen in New York City would now be supreme instead of a number of the prominent members living abroad and their discredited followers asking for crumbs from the table of an honest mayor of their own political faith.

The city of San Francisco was partially recovered from the gang by an aggressive newspaper and but for a contest too long delayed—a time wasted by which the people grew tired of agitation and finally, complacently folding their arms, exclaiming, "What's the use?" would have completely crushed the system. However, a number of the gang paid the penalty and had the citizens of San Francisco been free to push the fight—had not the earthquake placed them in a position where quietude at any price was welcome, Mr. Heney would have been sustained and San Quinten would have seen more of the "Beasts of the Jungle."

In the notable insurance exposure the newspapers played a part which quickened the public conscience at crime committed by men in high places, to a degree never before accomplished.

The united Chicago Press is just commencing the house-cleaning and if the present ratio is maintained very serious results wll happen to prominent citizens who believe that a "public office is a private snap."

The fight that the magazines are making and have made against organized greed, is the strongest support that the taxpayer has received—it has passed over party lines—the decayed spots in all parties have felt the thrust of the scalpel. Not one where the opportunity has occurred, even though he were possessed of the wealth of a Croesus or the power of a king, has escaped exposure.

The few men who had the intelligence and the moral stamina to denounce the "men higher up" have had to make the sacrifice all must make who attempt to help the public in the contest against combined wealth illegally applied. The fighter too often finds humanity deserting their hero, to be forgotten by all but the "men higher up"—they don't forget, to the poor devil's sorrow.

The Plum Tree; The Man of the Hour, etc., were character builders. None have read Phillip's book without a help and no grafter ever witnessed the dramatization of the Man of the Hour without good resolutions—some of them kept.

The distinguished citizen who is amongst other "Beasts of the Jungle" made his first serious error when he felt he could oppose the free expressions of the Press regarding public men. The error was not only that he attempted an unheard-of thing in American jurisprudence but that he should bring into the limelight his own personality. The American people believed in his integrity and had this been attacked it might have brought discredit to the Press. The facts were, however, he was probably the only man in this country who believed for an instant that the Press accused him of a wrongdoing. The aggressive character jumped too quickly, and in a fight against the Press met his first Waterloo.

The foregoing covers the metropolitan situation—what of those back in the provinces, where the small systems, if your city is so inflicted, are made up of your prominent citizens—men you meet in every-day life—at church if the Editor has time, for the system's representatives are often church leaders—at the weddings, if the Editor gets the dress suit from his tailor, for the system is socially strong—at political conventions, for it leads politics, where the Editor is permitted to act as secretary of the meeting, being the limit of the political privileges usually accorded him—except in Indiana where our good Governor has a friendly feeling for "The Man Behind the Gun," and permits him to place his elbows as far on to the pie counter as the Governor's authority will permit.

"The Beasts of the Jungle" are not always metropolitan. There are a few yet at large in the outlying districts, and the caging equally difficult with that of their more affluent preceptors. That the provincial Press has a duty to perform in this direction is easily recognized; the Editor is usually equal to the occasion and ready to join with his more influential metropolitan brother in the contest. The question is, are all publishers free from the wiles of the "Beasts"? No! But the mercenary Press is so infinitesimally small it is hardly to be considered. I am not apologizing for the few who fall by the wayside. The papers controlled by the systems are so rapidly disappearing that it is not debatable. The publishers who attempts to publish his paper as a representative of a pernicious system must have behind him an unlimited bank account. The subscribers will dessert him and the system's representative if engaged in business where he needs the public will pass up his greatest defender when he is looking for an advertising medium. He who permits the blandishments of the rich representatives of the systems to control his policy will find, when he has been deserted by the people, that he is looking for his old supporters in vain.

Regardless of the moral question, it does not pay to permit your paper to be used for selfish ends. You are kicked

out as soon as your influence is gone with the same respect in the minds of the system as the game-keeper has for the poor devil who has lost his last penny at the gaming table. Your assets are the confidence of the people in your publication. If that is gone, your clients the "system" if you have gone astray, will desert you as quickly as the proverbial rat from the sinking ship.

The writer's greatest regret is the combination of circumstances which makes it impossible for him to attend this meeting. There is no excuse to offer which can justify the absence of one at a meeting held in the Crescent City. I simply am at loss for an apology and will not attempt a recital of my lame excuses. However, I hope for better luck next time I am favored with an opportunity to greet the best of their race in the greatest of the cities of the land of Dixie, the nativity of my immediate ancestors. I appreciate that I am the loser by the situation and have neglected a great opportunity to meet the editors of a nation, and the good people of the city which sheltered my father and my grandfather.

By proxy, I bid you Godspeed and hope for a more auspicious future.

The Silver Anniversary Exercises

FRIDAY EVENING, FEBRUARY 11, 1910.

THE Twenty-fifth Anniversary meeting of the National Editorial Association, to celebrate its Silver Jubilee, was called to order at 8 P. M., February 11th, 1910, by President Pomeroy, who said:

The session this evening is specially set apart as the 25th Anniversary Session of the organization of this Association, and inasmuch as it will be rather reminiscent I have asked Col. R. H. Henry, our Fourteenth Past President, to preside over the meeting, and I now take great pleasure in introducing Col. Henry of Mississippi, as your presiding officer.

Col. R. H. Henry, chairman, said:

I am informed that the first feature on the program will be the singing of an ode furnished for the occasion by Past President B. J. Price, entitled, "Uncle Sam, Our Leader," which will be sung to the tune, "Baby Mine." All joined in singing:

UNCLE SAM, OUR LEADER.

BY B. J. PRICE, PAST-PRESIDENT N. E. A.

(Tune, Baby Mine)

Hark! I hear our Chief a-coming,
Uncle Sam, Uncle Sam!
And the bells are all a-ringing,
Uncle Sam, Uncle Sam;
Comes a shout from o'er the main,
Glorious Chief is the refrain;
And they shout it once again
Uncle Sam, Uncle Sam;
And they shout it once again
Uncle Sam.

We will lift a million praises,
Uncle Sam, Uncle Sam;
'Till the vault of heaven raises,
Uncle Sam, Uncle Sam;
'Till the world rings out the note
As if from a single throat,
"May your flag forever float,"
Uncle Sam, Uncle Sam;
"May your flag forever float,"
Uncle Sam.

When we hear our country calling,
Uncle Sam, Uncle Sam;
From the ranks will none be falling,
Uncle Sam, Uncle Sam;
Rich and poor, like soldiers true,
We will all be proud of you,
Chief who dares to think and do,
Uncle Sam, Uncle Sam;
Chief who dares to think and do,
Uncle Sam.

You have writ a golden page,
Uncle Sam, Uncle Sam;
In this busy, bustling age,
Uncle Sam, Uncle Sam;
And the Nation's grand advance
You will mightily enhance,
Giving every man a chance,
Uncle Sam, Uncle Sam;
Giving every man a chance,
Uncle Sam.

A good, solid working place,
Uncle Sam, Uncle Sam;
Counting neither caste nor race,
Uncle Sam, Uncle Sam;
Your bright bright flag we'll ever see
Floating o'er this land so free,
Glorious home of liberty,
Uncle Sam, Uncle Sam;
Glorious home of liberty,
Uncle Sam.

Chairman Henry:

Ladies, gentlemen, and members of the National Editorial Association: By the partial kindness of our president, I am called to preside over this Twenty-fifth Anniversary Meeting to-night, known as the Silver Jubilee, a compliment which I very much appreciate, an honor for which I am grateful.

This Association, as many of you know, was organized in the city of New Orleans 25 years ago, during the second session of the Cotton Centennial Exposition. I was in New Orleans at the time of the organization visiting the Exposition, and it has been the regret of my life that I did not attend the initial meeting. I have, however, been present at many subsequent meetings, and expect to continue to attend them as long as the Association lasts, or as long as I am able to be present, because it is a great pleasure to be present at the annual conventions, to meet friends and associates of many years, splendid people from all parts of the United States; where we forget politics, sectionalism, bitterness and strife; where we meet as one big, common family of good and worthy people, knowing no North, no South, no East, no West. It has been said, and I think with truth, that this Association has done as much, and perhaps more than any other agency or organization, to bring and bind the people of this great country together in a bond of love and friendship, because it is made up of broad-minded, intelligent ladies and gentlemen, who are willing to bear and forbear, and who are bound closer together with each recurring annual meeting.

This meeting was called for a twofold purpose, to celebrate our Silver Anniversary, and to pay a just and loving tribute to its originator, Hon. B. B. Herbert, the well known and highly esteemed editor of the NATIONAL PRINTER-JOURNALIST, who has attended every convention of the Association as well as all the meetings of the Executive Committee, and is to-day known by the endearing name of "Father Herbert." I see the name of another charter member of the Association, that of W. H. H. Judson, now of Alabama, but then a citizen of New Orleans, and manager of the *Times-Democrat*, and I regret he is not in the hall to-night. Most of the others have passed over the river and are sleeping under the sod.

The New Orleans papers, in noting the organization, said there were about 100 editors present, but gives names of less than a dozen.

At that first meeting, on motion of Mr. Judson, Mr. Herbert was called to the chair and explained its purpose; after which the following officers were elected: B. B. Herbert of Red Wing, Minn., president; C. H. Jones of Jack-

sonville, Fla., vice-president: John G. Elliott of Dallas, Tex., secretary; Ezra Whitman of Baltimore, Md., treasurer. And thus began the great organization whose Silver Anniversary we to-night celebrate.

Now, ladies and gentlemen, the presiding officer is not expected to do much of the talking, but I had prepared for the occasion more extensive remarks than I now intend to submit, seeing the long list of speakers who are to follow me. I am afraid if I had delivered the address I had prepared that I might find myself in an attitude similar to that in which I was placed on another occasion, about which I will tell you. I had been invited to deliver an address before a Chautauqua Assembly, and had carefully prepared an impromptu speech, which I had, with much labor, memorized. I had invited my wife to go down, hear the address, and give me a frank criticism, so that I might know if I was suited for the lecture platform. We were assigned rooms, and in the course of the evening the madam wandered off to the lake with the young people. The bell rang, and a committee called to escort me to the pavilion. On entering I looked over the vast assembly and was a bit disconcerted to note the absence of my wife.

I was handsomely introduced by the master of ceremonies, and groped along with the subject as best I could, feeling ill at ease. After I had been speaking some twenty minutes, my wife entered and took a seat in the rear of the tabernacle, as though ashamed of the performance. When I had finished, I approached her gently, for I had been married a good many years, you understand, and inquired what was the matter, why had she been so late getting in. She replied: "Well, when I heard that you were speaking I returned, and asked to be admitted, but the doorkeeper demanded a fee of twenty-five cents. I did not have the money with me, and went to the room to get it, and got back in time to hear the last half of your speech. Now, you know I care nothing about a quarter," she said, "but I do hate to *throw it away.*" Since then I have been just a little bit afraid to venture on another long speech. (Applause.)

The next thing on the program is an address by Col. John Dymond, of New Orleans, who I have the pleasure to present: Col. John Dymond:

Mr. Herbert, as one of the features of the Silver Anniversary meeting of our Association I have been delegated to deliver to you a testimonial of the respect, affection, love and admiration that every member of this association holds for you. In August, 1908, when, under your kind leadership, our Association was taken from St. Paul down to Red Wing, some fifty miles by the river, it gave us all a picturesque introduction to the Valley of the Mississippi, in the great canyon of Laurentian limestone, now 8 or 10 miles wide. In the fact that in 1885, more than two thousand miles away by the direct river route the National Editorial Association was first organized under your inspiring view, as then delivered to your fellow members, and to the fact that as we descended the Mississippi River in our little steamboat we were going to your old home, to the scene of your young manhood, we were all interested as friends of yours. We had not expected, sir, that when we should get there we should be welcomed by the whole city to Red Wing, nominally as a compliment to our whole association, but more especially because they loved you and endeavored to demonstrate to you and to us that memories of the good work you had done there in the early days, still lived with them. Your town of Red Wing is a beautiful little city and when the ladies presented us with red wings as a souvenir we learned the origin of the name of your city from the big, red bluff that overhangs the river and first catches the eye on approaching the town Your start in that town is a marvel within itself—completing in the local university the good, old fashioned classical courses, of which we hear too little in these modern days, you attended then the Law Department of the University of Michigan, and this led to your admission to the bar at Red Wing in 1868, at the early age of 25 years.

As you seem to have had your hand in nearly every good thing done in Red Wing, we are led somewhat to wonder how it happened that you so immediately turned your attention to other industrial interests while so competent a student of the law. We know, sir, that from those days of your young manhood and for nearly twenty years longer, practically every movement in the way of general progress in Red Wing originated with you or had its impulse accentuated by the arguments that you lent in its favor and by the good work that you actually did in their behalf. The great pottery which has grown into a million dollar corporation, is certainly a prominent specimen of your handiwork, when you carried the clay in a hand pail and demonstrated to your willing hearers the value of such clay in pottery manufacture. The ten thousand dollars secured by you in ten days has built up a vast industry in Red Wing that will remain to you a monument and we hope during all time to come. In 1873 you organized the Red Wing flour mills. You did this as a young lawyer with only five years practice, and it shows what you might have done had you restrained your love for newspaper work and held it down close to the tedious features of the law. That your mill earned more than its entire cost of $100,000 in the first three years of business, shows the accuracy of your judgment as to how much such a mill was needed, and we can readily see that with the confidence that such successful work on behalf of the town of Red Wing necessarily inspired in the good people of that locality, there was a constant call upon you for aid in scores of directions, many of them doubtless hardly as profitable as the flour mill or the pottery. This Minnesota town of Red Wing, of which the people there believe you to be the good angel, is said now to export a larger quantity of manufactured articles in proportion to its population than any other city in the country. It made you president of the Minnesota Editorial Association and your occupation of that office during three years doubtless gave you the idea that if all the editors of the United States could be brought together into one great common body there were hundreds of things in which they could be brought into united action with extreme benefit to the newspaper fraternity, without interfering with any matters of religion or politics. You put the ball in motion in 1885, and as we steamed down the river in 1908 and were taken by surprise at the town of Red Wing, where the whole multitude was waiting anxiously for you and for your friends, it made us think that when the time came for celebrating the twenty-fifth anniversary of that eventful year, the organization of our association, that there should be a recognition of your work from an editorial as well as from a general point of view, of which we shall say more later on.

Very early in your association with the National Editorial Association you were asked by hundreds of your friends to print a technical newspaper that would bring to them regularly suggestions as to the many improvements and economies that might be effected in printing house work and thus really enhance the value of our editorial work. The National Printer-Journalist, created by you for this purpose, will be a monument to your memory long after you are gone, if we are to judge by the universally high esteem in which it is now held. That journal has now become your life work and we sincerely hope that it will be as profitable as its merits so manifestly suggest.

But now, Father Herbert, let us digress a little. Men don't always make themselves and we are led to wonder just what environment brought out the wonderful results as indicated at Red Wing and in your subsequent career as a lawyer, newspaper man, promoter and printing house operator. We look back to your ancestry and find on your mother's side a sturdy Pilgrim-New England ancestry, and on your paternal grandfather's side, old, solid English stock, and on your paternal grandmother's side equally sturdy, earnest Dutch blood, which left in you the same impress that enabled William of Orange to prevent King Philip from conquering Holland and the blood of the Englishman that was the first to acquire the right of trial by jury. Of such stuff are great nations made and in you we see to-day a typical American, one who has been from boy to man a builder of the great West. Your ancestors settled in the lands on Lake Erie in Huron County, near where Norwalk, Ohio, now is. This was in 1823, they having migrated, your mother from Vermont and your father from Albany, New York, presumably over the old Mohawk Valley route and up the lakes to their destination in these Ohio lands, which had been previously known as the Northwest Territory. Your ancestors seem to have had all the troubles that come with pioneer life. They did not have mosquito wire screening, nor a proper appreciation of boiling their drinking water in those days and your own youthful memories will bring you recollections of the deaths in your own family by malarial and other fevers.

Then, in '42, your family settled in Fulton County, Illinois, where you were born and where you were named after two Ohio relatives, and to you the old Ohio home became as well known as the Illinois birthplace.

Your folks, however, had the wanderlust in them, and after a visit back to their old Ohio home in 1853, they found a new craze on them, with which some of us are extremely familiar, and that was the migration then going on from Ohio and Illinois to Iowa. Yielding to this impulse, these wandering ancestors of yours reached Henry County, Ia., one state further to-

Twenty-Five Past Presidents of the National Editorial Association

ward the West, one state further toward the frontier and one state further away from our older civilization. While you were then but twelve years old, it seems to have been rather a turning point in your career and that delightful levelheadedness, which your friends have always recognized in you, was either born with you, or developed at that time, because it has been referred to those dates and reminds me of the story of Abou Ben Adhem, who—

"Awoke one night from a dream of peace,
And saw, within the moonlight in his room,
Making it rich like a lily in bloom,
An angel writing in a book of gold;
Exceeding peace had made Ben Adhem bold,
And to the presence in the room he said—
'What writest thou?' The Vision raised its head,
And with a look made all of sweet accord,
Answered, "The names of those who love the Lord.'
'And is mine one?' said Abou. 'Nay, not so,'
Replied the angel. Abou spoke low,
But cheerily still and said, 'I pray thee, then,
Write me down as one that loves his fellowmen.'
The angel wrote and vanished. The next night
It came again with a great awakening light,
And showed the names whom love of God had blessed,
And lo! Ben Adhem's name led all the rest."

And so, sir, wherever you got that impulse that clings to you still, to do all that you can for your fellow man, an impulse for which all of us are extremely grateful and by which we have been much benefited, we acknowledge the truth of the underlying principle that man should do all he can for his fellow man, and notably have you done this.

But the wanderlust continued and no matter how hard you studied nor how well you might be doing, your parents wanted to move on and on and on. The world around them grew too small for them very suddenly, and while as a 12 or 13 year old boy you were going to school and turning under Iowa prairie sod, we find that a new home was given up in 1856 and after a trip from the interior to Burlington by wagon, you embarked on the boat with the significant name of "York State" for Red Wing, Minnesota. There you began your career that we have already related and we have only brought in these wanderlust episodes to show the people of these recent generations the true quality of their ancestors and the fact that we believe that in you to-day we behold a typical American of the type that has built our country up into the magnificent success that it now presents. Our country begins to look smaller to us now that we can reach all points of it so quickly by telephone and telegraph. Some of us date back to the days of the pony express when it took 10 or 15 days to get a letter over to San Francisco and at the risk of the lives of several men. The men were there, however, willing to carry the letter and many a good fellow fell in those old days in carrying the pony express out from Leavenworth, Kansas.

And now, dear Father Herbert, I present to you on behalf of this Association at this, its twenty-fifth annual meeting, a picture of the founder of this organization, and trust that it will be treasured by you and your descendants for many years to come. That in it we express to you a wealth of good will, of high appreciation, of great affection and sincere admiration I need scarcely say to you. We have stood side by side in this work, some of us with you for at least twenty years. We appreciate all that you have done, we feel that we could not have reached the advanced condition that we have, had it not been for your skillfully organized aid and cordial co-operation, and now, sir, with this souvenir of these pleasant anniversary exercises before you, I present you your own portrait.

Chairman Henry:

The next feature is an address by Mr. A. W. Glessner, who was Chairman of the Committee who had in charge the preparation of this portrait. I take pleasure in introducing Mr. A. W. Glessner of Illinois.

Mr. A. W. Glessner of Illinois:

My remarks will be brief. I think a word is due the artist, as this is not only a work of art but a labor of love. It was painted by Miss Grace E. McKinstry of Faribault, Minn., the daughter of a newspaper man—daughter of an old-time friend of Father Herbert, himself now over eighty years of age and still conducting his newspaper. This is her second labor of love as there is to-day hanging in the rooms of the Press Club of Chicago another portrait, that of the beloved, highly honored and greatly mourned late Gov. John A. Johnson of Minnesota, also a newspaper man, a personal friend of Mr. Herbert, and a member of the organization in which this body originated, the Minnesota Editorial Association, who has gone before. That portrait at some future time, both indeed I may say, will probably belong to the State which these men have certainly honored—the State of Minnesota. Miss McKinstry has painted a great many portraits, many famous men having been painted by her. She studied abroad in some of the best galleries of Europe, and in going to Chicago to paint the portrait she went with the idea of placing on canvas permanently the picture of one she had learned to honor and admire, and we are sorry she could not be here to witness this presentation.

Chairman Henry:

It was expected that Mr. Joe McCabe would come next, but he is not here, and then there ensues a long skip of Past Presidents. I succeeded Joe McCabe. The Presidents succeeding Mr. Herbert in order are:

1st President, B. B. Herbert, National Printer-Journalist, Chicago, Ill. Elected Feb. 19-21, 1885, at New Orleans, La.
2d President, C. H. Jones, Lockwood Press, New York, N. Y. Elected Feb. 23-25, 1886, at Cincinnati, Ohio.
3d President, Gov. A. B. White, Parkersburg, West Virginia. Elected Sept. 13-15, 1887, at Denver, Colo.
4th President, James R. Bettis, 215 S. Main Street, St. Louis, Mo. Elected Nov. 21-23, 1888, at San Antonio, Tex.
5th President, Chas. A. Lee (deceased), *Gazette and Chronicle,* Pawtucket, R. I. Elected Aug. 27-29, 1889, at Detroit, Mich.
6th President, E. W. Stephens, *Herald,* Columbia, Mo. Elected June 24-27, 1890, at Boston, Mass.
7th President, W. S. Cappeller, *News,* Mansfield, O. Elected June 14-17, 1891, at St. Paul, Minn.
8th President, B. J. Price, *Star and Times,* Hudson, Wis. Elected May 24-26, 1892, at San Francisco, Cal.
9th President, Walter Williams, *Herald,* Columbia, Mo. Elected May 16-20, 1893, at Chicago, Ill.
10th President, A. O. Bunnell, *Advertiser,* Dansville, N. Y. Elected July 2-6, 1894, at Asbury Park, N. J.
11th President, R. H. Thomas (deceased), *Farmers' Friend,* Mechanicsburg, Pa. Elected Jan. 22-26, 1896, at St. Augustine, Fla.
12th President, Louis Holtman, *Jeffersonian,* Shelbyville, Ind. Elected February, 1897, at Galveston, Tex.
13th President, Joseph B. Maccabe, *Argus,* East Boston, Mass. Elected Sept. 5-9 1898, at Denver, Colo.
14th President, R. H. Henry, *Clarion Ledger,* Jackson, Miss. Elected July 5-9, 1899, at Portland, Oregon.
15th President, Matt Parrott (deceased), *Reporter,* Waterloo, Ia. Elected March 1-3, 1900, at New Orleans, La.
16th President, F. B. Baillio, *Review,* Cleburne, Tex. Elected Succeeded to Presidency upon death of Mr. Parrott.
17th President, Albert Tozier, *Pacific Farmer,* Portland, Ore. Elected June 10-15, 1901, at Buffalo, N. Y.
18th President, Garry A. Willard, *Herald,* Boonville, N. Y. Elected April 15-18, 1902, at Hot Springs, Ark.
19th President, P. V. Collins, *Agriculturist,* Minneapolis, Minn. Elected July 7-10, 1903, at Omaha, Neb.
20th President, W. W. Screws, *Advertiser,* Montgomery, Ala. Elected May 16-19, 1904, at St. Louis, Mo.
21st President, John Dymond, *Sugar Planter,* New Orleans, La. Elected June 7-9, 1905, at Guthrie, Okla.
22d President, John E. Junkin, *Bulletin,* Sterling, Kan. Elected June 13-15, 1906, at Indianapolis, Ind.
23d President, H. B. Varner, *Dispatch,* Lexington, N. C. Elected June 10-14, 1907, at Norfolk, Va.
24th President, Will H. Mayes, *Bulletin,* Brownwood, Tex. Elected Aug. 17-22, 1908, at St. Paul, Minn.
25th President (now officiating), A. N. Pomeroy, *Franklin Repository,* Chambersburg, Pa. Elected July 19-24, 1909, at Seattle, Wash.

The next Past President present, is that splendid representative of the South, that gallant gentleman from Alabama, Major W. W. Screws, whom I now introduce:

Major W. W. Screws of Alabama:

Ladies and gentlemen, this evening has convinced me that it is very unsafe to take things for granted. It never entered my head that upon the occasion of the 25th Anniversary of this organization, that I would be called upon so early in the evening to say a word in reference to the year in which I served as your President. Of the long line preceding me, some have gone away to come no more, others have been detained by business or other engagements, and I am surprised for I was taking it for granted that by the time you reached me all of those splendid gentlemen who should have preceded me would have so entertained you with their remarks,

and kept you so fully and pleasantly occupied, that when my time for speaking arrived I could have gracefully asked to be excused.

There has not been a word said in reference to the founding of this organization by Father Herbert that does not find an echo in the heart of every man and woman who has known him and has been associated with him. It was my pleasure to meet him first in Detroit, and since then, with but few intermissions, it has been my good fortune annually to meet him and renew the early acquaintance I made with him.

I was elected your President in St. Louis in 1894. It was somewhat of a stormy session, as those of you who were there will remember. I believe I had as stormy a time as any man who has ever been President of this Association.

On the occasion of our convention that year at Guthrie, the good people of the (then) territory of Oklahoma desired to honor the people of this body, who had entered their capital, with entertainments in accordance with their ideas, and in line with Western civilization. I never dreamed it was part of the province of the President of this Association, or anyone connected with it, to look a gift horse in the mouth and tell those good people the kind of entertainment they should provide for us. You who were there will remember the one hundred one ranch, where, under God's heaven, with God's breezes sweeping above, even on Sunday men and women could reverently and devoutly worship the Creator if they so desired. Well, an entertainment was offered us there, taking part in which were buffaloes, and Indians with their tomahawks and knives, and all the other paraphernalia of the West that would be bloody and cruel and hair-raising. Well, I received letters urging me to call the Executive Committee together to select another place to hold our meeting, and so rebuke the good people of that country who were preparing to entertain us in their own way. I answered these and all other protests by declining to insult the good people of that country by telling them we didn't like their manners, and offering them such a rebuke. I told those gentlemen who didn't want to go out to this bloody entertainment and witness this great prairie scene, to do as I intended to do: to remain in Guthrie or Oklahoma City over Sunday and go to church. The day came for that meeting and I must say that, to my everlasting regret, I was the only man of the bunch who stayed back to go to church. There were two good ladies with me, and I heard that they asked the other gentlemen of the party to tie me up, or in some way get them on that car as they wanted to go too. Another wonderful feature of that year's meeting was the fact that those of you who went to Oklahoma aided in a result which if computed in dollars and cents would amount to millions, but if computed in actual value to Oklahoma can never be calculated, as it resulted in the statehood of Oklahoma and the adding of another star to the American flag, and there it will shine among the brightest as long as this land shall last.

I trust that Father Herbert will live to celebrate his Diamond Anniversary, and I trust that many of you who are here tonight may be present to again do honor to him on that occasion as we are doing tonight. I thank you for your attention.

Chairman Henry:

The next speaker on the program is the gentleman from the land of sunflowers, sunshine and splendid sons, Past President Junkin of Kansas. And I want to tell you that I never think of Kansas without remembering Junkin, or rather Mrs. Junkin, and if you will excuse me I will tell you a little personal story in this connection.

Two years ago I went across the water to save a funeral bill, and for other things, taking my wife with me. We went over most of Europe, finally reaching Heidelberg, and desired to go from there to Strasburg to see the great clock and grand cathedral. We reached a little junction point called Appenweire, where we were to change cars. We got off, and I asked one of the porters, always ready to take your luggage, to put it on the train bound for Strasburg. He looked at me, and said something that I did not understand—deep-toned, gutturaled German. I talked back to him and he replied to me, neither understanding a word the other said. He made signs and so did I. I showed a German mark, equal to 24 cents, and told him he could have the money and more if he would put us on the right car. He wanted that mark, for it was a tip larger than he often received, and the grimaces he made would have moved to mirth a mummy of Egypt. I gave him up and tried others in the crowd, but could get no intelligent response. My wife said, "These people will think you are crazy." I replied, "I don't care—I know they are." Then in very desperation I addressed the gaping crowd, yelling at the top of my voice, "Is there a man, woman, or child in this audience who speaks English?" Just then a little dinky train arrived, and a bright faced girl stuck her head out of the window, and in the sweetest voice I ever heard, said, "Yes, sir, I do; what can I do for you?" I replied, "God bless you; come down here and let me kiss you." I then told her my trouble, and she said, "This train goes to Strasburg;" and I answered, "Well, if there is room in that compartment I will get up there and nestle with you all the way." She said, "Come on," and I went. I then asked her where she was from, and she sweetly said, "From Kansas." Since then I have always had a tender spot in my heart for the Sunflower State, which will be represented on this occasion by Past President Junkin.

Mr. John E. Junkin of Kansas.

There should be no trouble about making an address after that introduction, and through it ran a sentiment which touched me very deeply, and I want to acknowledge it here before this Association—I want to give full credit where I know credit is due. I have been reminded on several occasions that it was Mrs. Junkin who was elected to the Presidency of this Association, and I want to say this is probably true. There is a little woman who lives in Kansas who thinks I am a big man, and she thought I was ready and prepared to be the President of this Association, and knowing her as I do for 21 or 22 or 23 years I know from the attitude of her mind that she thinks there is nothing too good in these United States for a man from Kansas. I really believe she thinks I could be President of the United States.

Now in speaking at this 25th Anniversary, I cannot claim to be one of the original members, although I came in at a session 18 years ago, and since that time have only missed three sessions, and at every one of these sessions I have seen the shining countenance of Father Herbert. We appreciate his work for the Association. I have gained inspiration from his addresses and have been made a better and stronger man in my field of work by my acquaintance with Father Herbert, and I believe every man who has come in contact with him feels the same way. In talking to him about the National Editorial Association, he tells me that a number of organizations similar to this have been recruited from it: The American Newspaper Publishers Association came next, and the Inland Daily Press Association and Ohio Associated Dailies followed. Also a number of state and local organizations have been recruited from this National Association and in that way this Association has affected the newspaper world as it is known in our own country. I don't believe there is a state organization or local organization but that has received inspiration from this body, and while the attendance may be large at one meeting and small at another meeting, the influence goes out and is felt by each local and state organization. I don't think the greatest work is done by reaching the people en masse, although we sometimes convert people to our methods en masse, but I think this association has done individual work with newspaper makers. We have already had 24 meetings, and possibly 200 at each of these meetings have been new people, who have not returned again, but these 200 people in 25 years would aggregate 5,000 different newspaper men who have been in touch with this Association at some time. I believe these figures are reasonable figures, and no man has come here, whether a regular attendant at this Association or not, but has felt benefited along the lines of his own business, and has possibly seen some vision of what his business, or newspaper, might become, and when he has returned to his own community he has gotten up a better paper, has had newer ideas, and has been broadened, and in that way this Association has touched every individual in the newspaper world and in addition, through the editors and their newspapers, has touched and influenced every individual in every community. We have been reminded by the Chairman of the wiping out of sectional lines, and I believe this is largely true, but we can get back to the individual there again, and I believe this Association has wiped out a great deal of individual animosity, that had existed between newspaper men, between adjoining communities, between adjoining States, between adjoining sections. I believe personal animosities have been wiped out very largely through the influence of this Association. I heard venerable Crosby S. Noyes, at the meeting over which I had the honor to preside, say he believed this Association had exercised greater influence along these lines than any other institution in the country; and I believe he knew whereof he spoke, for he had more than fifty years experience in the newspaper field in Washington, the capital of the Nation.

Now coming down to the time when I had the honor to preside. At that time, and only at that time, we had with us a President of the United States, he whom Brother Chappel styled as "the greatest advertiser in the country." He was the greatest friend the newspapers ever had because he furnished us more copy than any other President. Mr. Jacob Riis, from New York City, was also there, and Bill McCormick and quite a number of other prominent newspaper men.

My incumbency in office was during the transition period from advertising passes to that stage where, like other men, we paid our own fares in cash. It was a doubtful question, at that time, whether it would be possible to have an Editorial Association without passes, and I want to say, to the credit of this country, that we held a meeting that year in as great numbers as before the *passing* of the *pass*.

Now I feel that this Association does a wise thing, occasionally to elect to the presidency a man who is not an orator, although I feel that the man who can talk is the one who can influence the masses, for, with all of our talk that the written word carries the greatest weight, it is the man who can stand before an audience, and convince, who has the greatest influence. However, there are a good many other Past Presidents here, and I will give way to them.

Chairman Henry:

The next speaker should be Bro. Varner, but, like some other Past Presidents, he has departed (laughter at this allusion to Mr. Varner's leaving the hall early in the session), for the time being at least.

Now the next President is a gentleman whom I shall name in a very few minutes. I have gotten up pretty nearly everything that Mississippi has ever done, and occasionally when I would be talking of what Mississippi could do and had done, —such as "Mississippi grows more cotton than any other State," and so on, some fellow would interrupt me to say I'd forgotten Texas, and I'd say "No, I haven't forgotten Texas but I'm talking of States and Texas is not a State, Texas is a republic, the republic of Sam Houston, and is the only place admitted by the Union as a State with permission to divide itself up into as many different governments as it chose. I now introduce Mr. Will H. "Hays" of Texas. (Chairman inadvertently said Hays).

Mr. Will H. Mays of Texas:

I have been known to the members of this Association in years past when farther away from home as Mays, and now that I am getting closer home I don't want them to think I am changing to "Hays," I intend to remain Mays. (Laughter).

I was taught when I was growing up a few years ago that children should be seen and not heard, and when I started to talk I was frequently reminded of this fact. Now, as is known to all of you, I am the baby Past President of this Association, Mr. Pomeroy, your present President, having succeeded me, and as the infant among this aggregation of past presidents I think it would be best for you to look at me and let me sit down. The work, or the history, of the Association, this past year is so fresh in the minds of all of us that it appears to me that it would be a waste of time for me to refer to any of the events that transpired when I presided at Seattle last year, but I can say from an official standpoint, we had a very pleasant year in most respects, and in some regards a year that surpassed many other years.

Past President Junkin has referred to the "transition period," and the fear that the Association might not be able to survive it. There was not, however, much fear on the part of the Association generally that the Jamestown meeting would be a failure on account of the fact that the Exposition had been well advertised and we were to hold our session during the Exposition. We expected a large attendance and we were not disappointed. The St. Paul meeting was probably held at St. Paul for the reason that the Canadian Roads were not controlled by the Interstate Commission and they promised a great many inducements in the way of nice excursions out to the Canadian Rockies and the great wheat fields and so on. A great many people paid full fare from the everglades of Florida, the rock-bound coast of Maine and the prairies of the West in order to get a free ride or excursion rate after they reached the Canadian Roads, so they had a good meeting at St. Paul. But we had not yet learned to cut our expenditures down to our receipts and the result was that the St. Paul trip bankrupted the Association. The Association was turned over to me in a bankrupt condition and we had great problems before us, and they were knotty problems. One was that the Association had left the meeting place of the Association to the Executive Committee but had intimated pretty strongly to the Executive Committee that if they didn't have the meeting at Seattle trouble would be brewing, and in the face of having to pay full railroad fare from distant parts of the country, in order to hold our meeting in Seattle, some doubted very much whether the Association would ever live through that Seattle meeting. Some of the Executive Committeemen doubted it and they discussed the matter very seriously in the executive session, but we not only lived, but when we counted results we found the Seattle meeting was as good a meeting in point of attendance and interest as any meeting ever held by the Association, and the Association instead of being bankrupt at the end of the meeting was again in a fairly prosperous condition. I don't take to myself any of the credit of that success as I was merely your servant, the servant of the Executive Committee which directed my actions, but it was then demonstrated that under any conditions the National Editorial Association of the United States would live. (applause).

There are some two or three hundred members of this Association who have been regular in their attendance. We have larger sessions, but something like two hundred can be counted on to be present all of the time on account of the interest they have in the permanency of this Association, and by the help of these two hundred, who have been our loyal supporters we will live, not only until next year, but for the next twenty-five years, yea for a hundred years.

Now, I said a while ago that I was here just to be seen, and I trust I have not trespassed on your time. There is nothing in my administration of which I need tell you, and I only recalled what I did for the reason some of you may not have known or remembered the difficulties that confronted us at that time.

It is a pleasure to me to be at this Silver Anniversary. I was not one of the original members of the Association. It has only been of late years I have had the pleasure of attendance on these meetings, but I assure you that there has never anything else so influenced my life for good in my chosen calling as my association with the men and women I have met annually in these gatherings, and I trust that not only will I live, but all of you who have been so faithful in years past may live, to have many, many more happy reunions of our association.

Chairman Henry:

That concludes the list of Past Presidents, but we would be very glad, however, to hear from any others who care to say a word on this occasion. I see a gentleman in the audience who is wearing one of our badges, which makes him a member of the press association for the time being, and who knows a great deal about this Association. You can all easily recognize him without being named. However, I refer to Capt. Merry.

Capt. Merry:

Mr. Chairman, Ladies and Gentlemen: I don't know that I am able to explain it, but I have always had a great deal of admiration for the newspaper men, and, if Mrs. Merry was not in the audience, I might say that it extended to the newspaper ladies—strictly in a legitimate way of course.

For 25 years I have been connected with the Passenger Department of the Illinois Central Railroad, and it has been my great pleasure to conduct a number of State Editorial Associations to different parts of the country. Our worthy Chairman here, very well remembers when I took the Mississippi Press through the Northwest (20 years ago). I have never forgotten one statement he made (I think it was at Storm Lake.) We had been banqueted at I don't know how many places, and the greatest attention was shown us at every place we stopped, and your present Chairman said: "Well, we have a great reputation in the South for hospitality, but I want to say to you here at Storm Lake that, compared with you, we don't know the first principles of hospitality." That made the Northern people feel good as they well knew the reputation for hospitality enjoyed by the Southern people.

I think I am in close enough touch with the newspapers of this country to be permitted to say just a few words concerning what I regard as the patriotic duty of the Press of this country, not only the newspaper men of the South but of the entire country. You friends who came with us from Chicago to Memphis and thence down through Mississippi and Louisiana, I presume hardly realized the fact that they were traveling over a country almost every foot of which was battle ground during the civil war, over which both armies marched and countermarched, the first army taking the best in the field and the flocks, the second army taking the next best, and the third army if there was anything left, confiscated or used it, and when the boys who were mustered out returned to their homes in this Southland, and marched up over the hills toward homes they had left a few years before, where had stood magnificent plantation homes, there was nothing left but brick chimneys. Fences were destroyed, stock confiscated, their laborers (the only laborers they had) had been emancipated, and

their families, instead of being in those elegant homes, in many instances, were in cabins where their negroes had lived before the war broke out. Under such conditions it was utterly impossible for them to even make for themselves a respectable living. They were new to labor, as they had always depended on their slaves for that. They had no money. They had no credit. They were saddened by defeat. They had in their breasts little hope. That was the condition existing even in the early '80s. Now then, you friends who came down with me through that battle-scarred country, through Mississippi and the State of Louisiana, you saw as good soil as there is anywhere in this country, but in the State of Mississippi, through which you passed, with its more than 28,000,000 acres, less than 8,000,000 are in cultivation today, and in the State of Louisiana less than 6,000,000 out of 15,000,000 or 20,000,000 acres of spendid alluvial soil are under cultivation now. Now in this era of great development, when we have no need to look to foreign countries for the consumption of our farm products, but are trying our best to raise enough to feed the people of our own country, it becomes the patriotic duty of each one of "us" newspaper men to relieve the condition of your Northern country to come down and develop the splendid possibilities of this Southern soil instead of migrating to Canada and living under the British flag, to come South where they can grow anything soil will produce.

Here followed what might be termed "impromptu remarks" by Mr. Jacob Pepperman of Montgomery, Ala.:

What I can't understand is why not a single one of the Past Presidents of this Association, who have spoken here tonight, have referred to the most important adjunct of the National Editorial Association, I mean its matrimonial possibilities, the number of marriages that have occurred during the past 15 years, and directly growing out of the meetings of this Association. You boys well know the number we have married off during the years we have been enjoying these annual meetings. Why, I married off a daughter myself. I can name you ten marriages right now which have occurred since that Buffalo meeting where I married off my daughter. Yes, the National Editorial Association is a great matrimonial bureau.

President A. Nevin Pomeroy was introduced and read the following letters and telegrams from absent members:

LETTER FROM GOV. A. B. WHITE.

OFFICE OF ALBERT B. WHITE
PARKERSBURG, W. VA., February 7, 1910.

Hon. A. Nevin Pomeroy, President National Editorial Association, New Orleans, La.

My Dear Sir: It is with regret that I find I cannot attend the Silver Anniversary meeting of the N. E. A. at New Orleans, La., this month. During the first fifteen years of the history of the Association I attended the annual meetings, except the organization meeting at New Orleans; but during the past ten years I have been able to be present at but three or four of the meetings. This has been a great loss to me. The N. E. A. has been the most beneficial and educational organization to which I have belonged. The social acquaintances formed, the ideas developed at the meetings and the broadening effect of the travels have been of incalculable benefit.

I wish especially I could be with you to join in the deserved honors to be paid to the founder and first president, Hon. B. B. Herbert. He has done a big man's work in the battle of life and for journalism. My greetings to him and good wishes. May he be spared for another twenty-five years of service to the American press.

With very best wishes for the success of the meeting over which you will so ably preside and with greetings to all the "old guard" as well as to the new members, and especial remembrance to the ladies, God bless 'em, I am,

Fraternally yours, ALBERT B. WHITE.

MINNEAPOLIS, MINN., Feb. 10, 1910.

Hon. W. F. Parrott, Sec'y National Editorial Ass'n, Care Grunwald Hotel, New Orleans.

Regret inability to be present; please express my greetings Minnesota is proud that Father Herbert was a Minnesota editor when he conceived idea of this grand Association. Long live N. E. A. child of Minnesota.

P. V. COLLINS, Past-President.

COLUMBIA, MO., Feb. 10, 1910.

Hon. A. Nevin, Pomery, President National Editorial Ass'n., New Orleans, La.

Regret exceedingly inability to be present; best wishes and congratulations; may twenty-fifth meeting be best of all.

E. W. STEPHENS.

THE TENTH CONVENTION.

BY A. O. BUNNELL, TENTH PRESIDENT.

I served from July, 1894 to January 1896, perhaps the longest term in the history of the Association. Elected at the Asbury Pork convention July 2-5, 1894. Attended executive meetings in Chicago and Atlanta. Presided at tenth annual convention held at St. Augustine, Florida, January 22-26, 1894. Two special trains were chartered for the delegates, one from Washington and one from St. Louis. The trains met at Tampa Bay, Saturday. Sunday was spent by the united company of over 400 at the Tampa Bay Hotel, a building of magnificent proportions, of oriental architecture, set in the midst of a garden of tropical plants and trees. En route to Tampa, evening lunch was served at Suwanee where a band of negro vocalists with banjoes sang "Way Down Upon the Suwanee River," a soul-stirring, realistic entertainment. A steamer from Cuba, which unhappy island was then the scene of a mighty struggle to strike off the many century-riveted shackles of Spain, was given to the editorial party for an excursion across Tampa Bay to a government quarantine station, also to Palmetto Beach for an inspection of the 120 cigar factories where swarthy Cubans contentedly rolled cigars under Spanish direction while a professional reader gave them the vents of the day.

St. Augustine was reached by way of Jacksonville. The convention opened in the Hotel Cordova the morning of January 22. The exercises included prayer by Rev. Dr. S. Hamilton, welcome by Mayor Gaillard, historical address by Rev. J. N. McGonigle, presentation of massive floral city key, welcoming address on behalf of the editors of the state by President Pendleton of the Florida Press Association, and a poetical welcome by Poet Pabor; to all of which profusion of compliment response was made by President Bunnell, who then delivered his annual address. Father Herbert followed with an illuminating review of the first ten years of the Association. Handsome badges of local picturesqueness were presented on behalf of the citizens of St. Augustine. At subsequent sessions a large number of practical papers, reforming universal newspaperdom were presented and discussed.

Among the entertainments tendered were: reception at Ft. Marion, parties and dancing and swimming bouts in the Casino, ball at San Marco, fishing and sailing. Senator Watson P. Squire gave an address favoring the Nicaragua Canal; Secretary Everett P. Waddy of the United Typothetae of America, and Monsieur Nugent, missionary editor from Liverpool, on the uplifting power of the press. W. E. Pabor was unanimously elected life Poet Laureate of the Association. Invitations for next convention were received from eight cities. Dallas, Texas, was chosen. Robert H. Thomas of Pennsylvania, was elected President. Past President, Bunnell was presented a beautiful case of gold and silver orange spoons and knives and an alligator cane in a glowing speech by dear old Father Herbert.

After the convention there was a notable excursion to Palm Beach, with stops at Daytona and Ormond Beach. Two glorious days were spent at the Royal Poinciana, during which there were excursions to Lake Worth, bathing in the ocean, fishing and sailing. Upon the return Jacksonville entertained the party, a sail on the Majestic, St. John being a special feature. After the parting of the two sections, the western contingent was entertained at De Funiac Springs, then a Southern Chautauqua, the easterners at Charleston.

In the hearts of all who participated in this convention are choice memories, unclouded even by the fading of the bright vision of an earthly paradise christened Editoria, or by the half-humiliated, half laughable episode of the Savannah oranges, so bittersweet,.

Full reports of this convention is recorded in Father Herbert's invaluable First Decennium of the N. E. A.

LETTER FROM FORMER FIRST VICE-PRESIDENT PIERCE OF COLORADO.

DENVER, COLORADO, Feb. 6, 1910.

B. B. Herbert, First Past Pres., National Editorial Association, New Orleans, La.

My Dear Friend Herbert: I have just laid aside the February NATIONAL PRINTER-JOURNALIST, and have been reading the program and itinerary of the National Editorial Association, which you will be in the midst of enjoying when you read this.

I cannot be with you; how I wish I might; but I can send you and such of my old associates as may be so blessed as to be present on this auspicious occasion, this greeting: "God bless you, one and all." I know you will have a glorious good

time, as you always do, and have had in the years past.

It has been some years now since I have been able to attend the annual meetings of the N. E. A.; the last was at Buffalo, the year of the Pan American Exposition, but you know how faithful I was in attendance for many years, beginning with the third in 1887, here in Denver. Am I right as to date? The next at San Antonio, and that delightful journey down into Old Mexico, and a dozen or more enjoyable outings, traveling the length and breadth of Uncle Sam's domains in following years. What friendships were built up in those delightful gatherings and journeys!

Of course the personel of the association has changed greatly since those days. It is very natural that it should. And yet I am glad to note many old familiar names on the program. I want you to remember me most kindly to all who may remember me. And especially to Past Pres. Stephens, Walter Williams, A. B. White, Dear Old Bunnell, (God bless his kind heart). I wonder will these all be there? And Maccabe, Henry, Junkin, Bob White. I must go through the list, but I know not who may, or who may not be with you. Don't forget to remember me to my old friend Ernest H. Peirce. I "revere" him, tho we are not related, except as "all men are brothers," and Joe M. Chapple. I notice his name on your program, and it's sure to be something worth while. I wonder if good old "Poet Laureate" will be there, Brother Pabor? If not, you are sure to have something fine from his ready poetic pen.

And alas! I read many names of those who will *not* be present—comrades who have—well don't let's think of that. We, too, must go, when the summons comes. I am now going on 73 years, young—and getting younger each year. Ask Otto Wangelin, or Lute Wilcox, they will tell you, that is if they are with you, and I hope they may be.

Well, good-bye, good-bye, and again, God bless and keep you one and all. Fraternally,

ARTHUR E. PIERCE.

P. S.—I wonder if there be room for one more name on that "Honorary Life Member List." I am going to try and be with you next year.

PORTLAND, OREGON, Feb. 1, 1910.

To the Officers and Members of the National Association:

Owing to the fact that I have just been transplanted from the State of Texas into the heart of the Great Pacific Northwest—Portland, Oregon,—it is a physical impossiblity to again cross the continent and reach you in time to attend meeting at New Orleans.

This message grieves me beyond the power of words to express—having been one among you for so many years my heart strings are effected to the core to even think of missing one meeting of this excellent body of co-publishers—not altogether from a stand-point of pleasure, the cordial handshake of dear friends and fellow-publishers and mingling with you whom I have learned to love by continuous association; (which, however, is well worth the time and expense accrued from attending) but the main feature in annual conventions of the National Editorial Association is the educational points embodied in the excellent programs rendered during the sessions.

Gentlemen, I am with you in spirit, and would be there in person today, and throughout the entire proceedings, side-trip and all, were it possible.

Trusting you will have a glorious meeting under the direction of my beloved friend, President Pomeroy, and all the efficient officials, and that the attendance will be up to your expectations, I am,

Most Sincerely,

J. P. CHAMBLESS.

Will be on hand at next meeting.—J. P. C.

GREETINGS FROM OREGON.

PORTLAND, OREGON, Feb. 4, 1910.

To the Members of the National Editorial Association:

Away out here on Pacific's shore are three regular attendants upon the sessions of the National Editorial Association, whose thoughts are of its past conventions and whose prayers are for its future success. Gerald Volk, a Kansas committeeman; J. P. Chambless, a Texas committeeman; and the writer, a "has been," are lamenting the fact that they will not this year mingle with the old and the new members. This is the first time in the history of the National Editorial Association that the writer has not at least made a desperate attempt to reach the convention city. An absence from the state for two months and thus learning nothing concerning the convention until in January after other arrangements had been made, he found it out of the question to this time make an attempt to be with the organization that he has long since learned to love.

A perusal of the records will prove that the writer has not followed the custom of passing from view and abandoning the association after becoming a "has been,' but that he has attended every session—seven—since the association honored him with the title of past president. Therefore he hopes the members will consider that he has by no means deserted the organization.

It was with moistened eyes that I turned my back to the train carrying those two National Editorial Association boosters, Orno Strong and Will A. Steel, on their way to the twenty-fifth annual convention. Those two members deserve much credit for undertaking so long a journey in midwinter for the purpose of being in at the silver jubilee. Seven thousand miles is the distance of the round trip between their homes and the Crescent City. By no means a small or a short journey at this, the winter season. Your seventeenth president made this trip in 1885, and he found the delays many and the obstacles to overcome vexatious. He has made four trips to New Orleans during the good old winter time, and he finds that it is practically out of the question to get through on schedule time.

Therefore finding that he could not leave here prior to the morning of February 6th, which at best would land him in New Orleans the night of the 11th, causing him to miss the sessions, he decided to not undertake a round trip of 6,600 miles for the privilege of catching a glimpse of the vessel as it disappears from view en route to Panama.

Fathers and mothers, mothers and fathers, sisters and brothers, brothers and sisters, uncles and aunts, aunts and uncles, cousins and friends and cousins, members and all, God bless you. I regret my absence. May this session be the equal of any that history records. May your excursion be without accident. May you return to your several homes in the best of health and happy in the fact that you attended the Twenty-fifth annual convention of the National Editorial Association. Such is the wish of the absent one.

ALBERT TOZIER.

Seventeenth President National Editorial Association.

293 Euclid Avenue, Portland, Oregon.

LETTER FROM PAST PRESIDENT PRICE FORMERLY OF WISCONSIN, NOW 2d AUDITOR U. S. NAVY, WASHINGTON, D. C.

TREASURY DEPARTMENT, WASHINGTON.

JANUARY 28, 1910.

Dear Friend and Brother:

As I can not attend the forthcoming annual convention of the Association, I want to assure you that I will be present in spirit. I trust that this, the Silver Anniversary, will prove one of the most interesting and eventful gatherings in the entire history of the great organization of newspaper people. Permit me to congratulate Mr. Herbert, as father and constant guardian of the Association, on the rare privilege of witnessing this, the twenty-fifth natal jubilee of the child of his genius and fostering care. I also want to felicitate the Association, and each member of it, on what has been accomplished for journalism and for the public in general through the agency of this organization during all its past history. I also wish to express the belief that even more good will be done between now and the golden jubilee of the Association.

I fondly hope, Father Herbert, rejuvenated and revivified, may be on hand when that auspicious day arrives, active and alert and helpful as in all the days of the past; and that the flag of the National Editorial Association will float even more triumphantly to the breeze than now, "without a stripe obliterated or a single star obscured," indicative of the freedom and the leadership of the press for all classes and conditions of men.

With very best regards for you and for the whole editorial fraternity, I am, Very truly yours,

BYRON J. PRICE.

Chairman Henry:

When I attended the convention held in Boston, I had the pleasure of meeting Dr. A. E. Winship, Editor of the Journal of Education, who helped to raise the fund for our entertainment there, and we would like to have a word from him on this occasion, as he is here with us this evening.

Dr. A. E. Winship:

That was my first meeting with this Association. It was in 1890, and we had a very delightful time. When you came

to Boston, we entertained you the best we knew how, and received a great many letters of appreciation afterwards, but the thing about that which interested me most was, that we raised the money with which to entertain you in less than a half day and we had left over to return to every contributor 40 per cent of the contribution, after we had done everything we could think of. If any city has a better record than that, we would be glad to know it. As I said that was my first meeting, but I have attended many since and have enjoyed every one that it has been my privilege to attend.

I am sorry Past President McCabe is not here to speak of the Portland meeting, over which he presided, as in my opinion that was the best meeting we ever had.

While I am on my feet, if I am permitted to make some suggestions, it seems to me that one of the things we want to look out for in the future is an annual personally paid membership. I believe it would be entirely easy to find a thousand editors in the United States who would agree to pay $2.00 per year whether they come to the annual meeting or not, and with a fund of $2,000 as a steady basis there would be no question about the finances of this Association.

I understand that when I was not present today, reference was made to the National Educational Association with which I have been very closely identified these many years. We have there 6,000 men and women who pay 2.00 a year, and this $12,000 a year is the base of operations in that Association. If the poorly paid teachers can provide 6,000 members who will pay $2.00 per year, I cannot believe there would be any question about finding 1,000 members of this Association who would be glad to pay the $2.00. I think the provision should be made that any editor who will become permanently responsible for $2.00 per year should have the privilege of attendance upon the Association whether as a delegate or not. Some way could easily be found in which to recognize those who would become permanent, paying members.

In closing I want to say that none of us appreciate as we should appreciate what it has meant to us to have one man with his hand upon the helm every year for 25 years. This Association may present pictures, and may give votes of thanks, but what is still left to say is that the vitality of this Association has depended upon the man who has never failed it, and when I realize tonight that so many Past Presidents, big in their day, are not here, when you remember that there is one man who not only has never been absent from the Association conventions but never absent from a session, then you will appreciate what it has meant to the Association to have this man, B. B. Herbert, at the helm for twenty-five years.

Chairman:

What is the further pleasure of the convention? Are there any other addresses?

Mr. Glessner, Chicago:

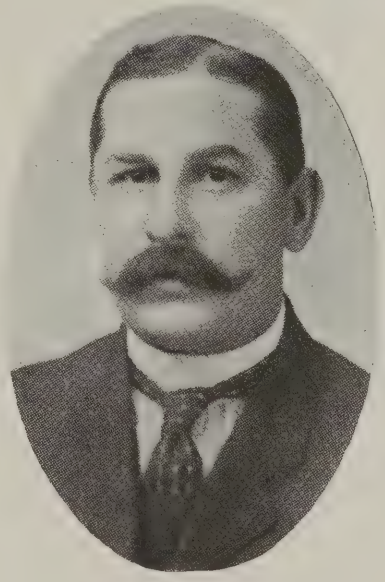
I wish to call the attention of the meeting to card photographs of this painting which have been struck off, and I will be glad to see that everyone attending this convention has one to take home as a souvenir.

President Pomeroy: Brother Herbert will close the meeting.

Mr. B. B. Herbert of Chicago:

Mr. Chairman, Ladies and Gentlemen: I cannot express the feelings I have tonight. I certainly do appreciate the kind words that have been said. I appreciate the gift, and hope it will be a memento to those who have known me of the work that I have attempted in my feeble way to do. I entered upon this work with no hope of further reward than the good that would result therefrom.

Now, as Col. Dymond has so kindly referred to some of the early influences of my life, I want to say that, from my earliest days, the idea instilled into my mind was that of service to mankind. I was brought up reading the lives of such men as Whitfield, Wesley and Luther, and my early days, from 14 to 23 years of age, were spent in study along the lines of what can be found in our excellent denominational universities that are denominational only in name, but deeply religious in character, and while I have had the desire, common to all men, of reasonable gain and reward for my work, I believe my strongest desire has been, and the greatest pleasure I have gotten from life has been, to do something that was beneficial to the community in which I lived. I say this, not in boasting, but to make you to understand how dear to me have been the words and testimonials of these gentlemen whom I respect and honor, that I have really been of service to them, to the Association and to the press, I feel that my reward has been great indeed, and nothing in my whole life is more precious to me than to feel that through this work men have been made better editors, the calling has been benefited, and while I prize this gift very highly for itself and for what it means as a memento of good will, gratitude and friendship, I would be very much disappointed if I did not at the same time feel that I have been able, either directly or indirectly, to bring, through this Association, an influence that has elevated the calling. The great work before the newspaper man is to be of service to his fellow man, to help him to a better understanding, a nobler citizenship, to point the way for better opportunities and help to meet those opportunities. I tell you that is what I feel to be the greatest work and glory of life. I feel that through this Association good men, model, earnest newspaper editors and publishers have been brought to the front in this country—they have been given national influence and reputation and have influenced, more than I could have influenced, others for their good. I could enumerate scores of men, whom I know, excelling me in many ways, who have been able to influence many others and for that I am profoundly thankful, such men as Colonel Dymond, Major Screws, Past-Presidents Stephens and Williams, and all the others, whom I feel, through the agency of this Association, have been able to influence a wider circle than they would have probably been able to influence without its existence. Listening, as I have, to the high tone of the papers



A. W. Glessner, Galena, Ill., "Gazette,"
Chairman Committee on Portrait

read here, how they have spoken of service and devotion to duty, I have felt there is hope for the American Press everywhere.

Now I certainly thank you. I would like to say more, but I know that you must realize that I feel very deeply this expression of your kind, generous thoughts of me and my work. So great and deep is my satisfaction, coming from your kind assurances of esteem and thankfulness for the help, inspiration, and influence given or rendered, that while I hope much for this life in the future, I feel that I could say, were this to be the end, with one of old, who, realizing the fulfillment of his hope, exclaimed, "Now, lettest thou thy servant depart in peace. For mine eyes have seen thy salvation." Encouraged by your words, I certainly hope that this Association will exercise a saving, uplifting influence over the Press of the Nation and over the members thereof for all time to come. I thank you.

Chairman Henry:

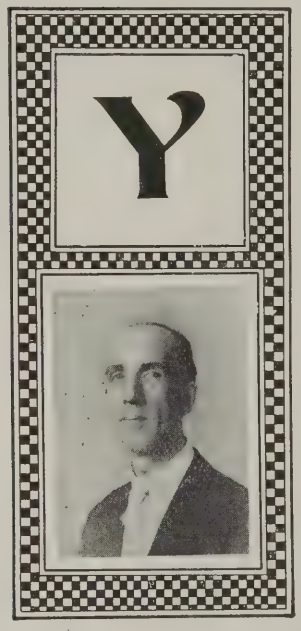
I don't know there is anything further to say or do. We have all appreciated the remarks of our splendid old friend, Herbert, who always speaks from the heart—a good, a pure, an honorable, and a worthy man, whom to know is to honor, whom to love is a great privilege. (applause) I am glad this Association has honored him tonight by presenting him with this picture. This Association could not pay him a tribute that would be too great, and he shows that he feels our appreciation. We have all felt his words keenly tonight and realize that we are all getting nearer, closer together, and we are glad to be members of this splendid Association, which I now declare is adjourned.

REVIEW *of* JOB PRINTING

SUGGESTIVE ANALYSIS *and* CRITICISMS

E. A. FROMMADER, TYPOGRAPHER, MOLINE, ILL.

Address all communications to E. S. Hanson,
925 Linden Ave., Wilmette, Illinois



YES, here it is — the new heading which we have been talking about for the past three months. I hope you are as pleased with it as I am, and that the selection made will meet with general approval. There were 29 specimens entered in the contest, all of which were submitted to a number of competent judges, and without exception they all immediately selected this one as the most excellent in every respect. It is by Mr. E. A. Frommader of Moline, Ill. I am not sure whether this department has ever had anything previously from Mr. Frommader; at least, he has not been a regular contributor. This simply emphasizes the fact that a contest of this kind is of much benefit in developing latent talents which might not otherwise be encouraged to come to the front.

In looking over the specimens myself I had not the least hesitancy in selecting this specimen, as in general the best suited for the purpose. My only thought was that it might be rather black for a page of this publication, set as it is in a rather light face of type, and printed on enameled stock, which gives a somewhat lighter effect than a rough surface. I have not as yet, as I am writing, seen it in combination with the type page, and am most anxious to do so; but I am confident that the general effect will be pleasing.

The second place in the contest goes to Mr. W. A. Woodis of Worcester, Mass. There was not quite so much unanimity of opinion among the judges as to the specimen which should be given second place, although most of them selected this one. It is certainly a handsome piece of plain and dignified typography, its only drawback, in my opinion, being the fact that the border is not sufficiently distinctive.

The list of contestants is as follows:

E. A. Frommader, Moline, Ill.

W. A. Woodis, Worcester, Mass. (Three specimens.)

J. A. Hood, Asbury Park, N. J. (Nine specimens.)

H. E. Shrope, Washington, N. J. (Three specimens.)

S. H. White, Rock Hill, S. C. (Two specimens.)

Warren S. Dressler, Camden, N. J. (Six specimens.)

Arthur H. Farrow, Newark, N. J.

Edwin F. Jones, Newport, N. H. (Two specimens.)

Homer F. Mussey, Red Lake Falls, Minn.

J. P. Matkin, Mt. Pleasant, Tenn.

I have never conducted a contest in which the specimens submitted were of such a uniform high degree of excellence. There are few of them but could be used with credit at the heading of this department and possibly we shall have the pleasure of seeing others of them there at some future time. I had thought to go over many of these specimens in detail and comment on them, but it seems scarcely necessary. I am showing the most of them, and I think for the most part they speak for themselves.

In general, it might be said that a heading of this kind ought usually to "square up" with the outline of the type pages. A heading which has panels extending into the upper margin is difficult to handle; for if the top of the projecting panel is taken as the top of the type page, the remainder of the heading will be sunk too far below the running head; while if the projecting panel is allowed to extend into the margin a ragged and irregular appearance is again presented. It is therefore almost absolutely necessary, in order to preserve symmetry of pages, that a heading of this kind be so set as to conform on top and sides to the outline of the type page, allowing any variation from a plain rectangle which is desired to come at the bottom of the heading where the type matter may be so arranged as to give the whole page a harmonious appearance.

I am greatly pleased at the outcome of this contest and have no doubt that it will encourage both myself and the friends of the department in taking up other contests. You will be interested to know, also, that Mr. Frommader has been asked by the managers of the National Printer-Journalist to prepare heads for other departments of the publication similar to the one which he has submitted for our own.

* * *

It is frequently the fashion to design a booklet with each page devoted to a separate topic. Sometimes an effort is made to have the same amount of matter on each page, while at other times they are allowed to run as they will without any thought of making them uniform. I have one of the latter class before me, being a booklet sent out by one of the Chicago banks. The two pages which are here shown serve to point out the error which is often made in this class of work. There was no good reason why another line

REVIEW OF JOB PRINTING

AN EXEMPLIFICATION OF TYPOGRAPHY AND PRESSWORK

Address all Communications to E. S. Hanson, 925 Linden Avenue, Wilmette, Illinois

W. A. Woodis, The Blanchard Press, Worcester, Mass.

REVIEW *of* JOB PRINTING

A DEPARTMENT DEVOTED TO IMPARTIAL CRITICISM OF THE WORK OF JOB PRINTERS AND HELPFUL SUGGESTIONS FOR THE BETTERMENT OF THE CRAFT IN GENERAL

Address all communications to E. S. Hanson 925 Linden Avenue Wilmette Illinois

J. A. Hood, Typographer, Asbury Park, N. J.

Review of Job Printing

There is a time to criticise, and there is a time to encourage

Arthur E. Farrow, Typographer

REVIEW OF JOB PRINTING

Each month, under this head, will appear suggestive analysis and criticism of reproduced and reset specimens of Job Composition... Communications and specimens should be addressed to E. S. HANSON, 925 Linden Avenue, WILMETTE, ILL.

S. H. White, Rock Hill, S. C.

Review of Job Printing

If a man can write a better book—preach a better sermon or make a better mouse trap than his neighbor, although he may build his house in the woods the world will make a beaten path to his door. Emerson

H. E. Shrope, Typographer, 14 Broad St., Washington, N. J.

REVIEW OF JOB PRINTING

BEING A DEPARTMENT DEVOTED TO THE EXPOSITION AND IMPARTIAL CRITICISM OF THE WORK OF JOB COMPOSITORS

Address all communications to E. S. Hanson 925 Linden Avenue Wilmette Illinois

J. A. Hood, Typographer, Asbury Park, N. J.

Review *of* Job Printing

Being a Department Devoted to the Uplift of the Craft and Impartial Criticism of All Manner of Printed Things

Address all communications to E. S. Hanson, 925 Linden Avenue Wilmette, Illinois

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Review of Job Printing

A Department Devoted to the Uplift of the Craft and Impartial Criticism of All Manner of Printed Things

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REVIEW OF JOB PRINTING

ADDRESS ALL COMMUNICATIONS TO E. S. HANSON, 925 LINDEN AVENUE WILMETTE ILL

NPJ

Warren S. Dressler, Liberty Park, Camden, N J.

Review of Job Printing

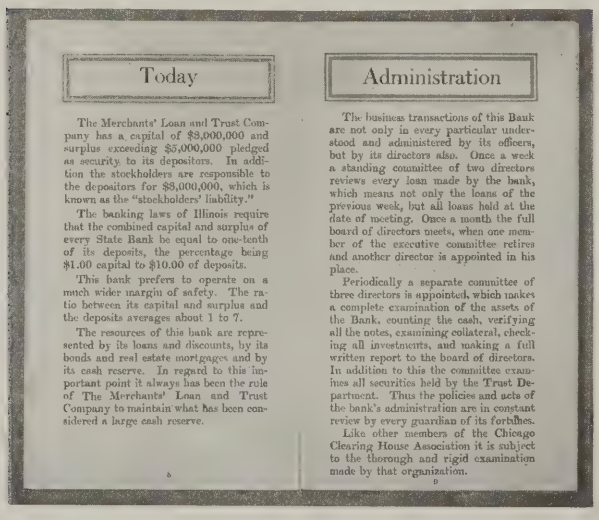
NPJ

Address all communications to E. S. Hanson, 925 Linden Ave., Wilmette, Illinois

EDWIN P. JONES TYPOGRAPHER—NEWPORT, NEW HAMPSHIRE

Edwin P. Jones, Typographer, Newport N. H.

or two could not have been written into the left-hand page, while it would have been equally easy to take the same amount from the right-hand page. This could have been done without in any way detracting from the force of the booklet as an advertising proposition. A few words more or less on a page of this kind can easily be added to or taken away. This booklet under consideration sins in this same manner in a number of places, thus detracting from the beauty of what should have been a faultless piece of work. Many printers will say this is out of their province, belonging entirely to the writer of the booklet. This is true, however, only in part. While I do not believe that the printer should make such changes on his own motion, he should call the attention of the customer to the advisability of such changes being made. While it is true that a few people are sticklers for the exact wording of their advertising matter as they write it, most of them are willing to make such changes as are necessary to give it a finished appearance. They very often see the matter only in page proofs, where discrepancies of this kind are not so noticeable unless their attention is called to them. Where a page is long or short this fact should be noted by the printer on the proof, stating also the number of lines necessary to be added or cut out. Many printers do this, but some of them neglect it, while still others think that it is up to the customer to see those things, or else they believe that the customer knows what he wants to say and it is not for the printer to suggest any changes in his wording. This is a very narrow view to take of the matter, however. A printer is—



Today

The Merchants' Loan and Trust Company has a capital of $3,000,000 and surplus exceeding $5,000,000 pledged as security to its depositors. In addition the stockholders are responsible to the depositors for $3,000,000, which is known as the "stockholders' liability."

The banking laws of Illinois require that the combined capital and surplus of every State Bank be equal to one-tenth of its deposits, the percentage being $1.00 capital to $10.00 of deposits.

This bank prefers to operate on a much wider margin of safety. The ratio between its capital and surplus and the deposits averages about 1 to 7.

The resources of this bank are represented by its loans and discounts, by its bonds and real estate mortgages and by its cash reserve. In regard to this important point it always has been the rule of The Merchants' Loan and Trust Company to maintain what has been considered a large cash reserve.

Administration

The business transactions of this Bank are not only in every particular understood and administered by its officers, but by its directors also. Once a week a standing committee of two directors reviews every loan made by the bank, which means not only the loans of the previous week, but all loans held at the date of meeting. Once a month the full board of directors meets, when one member of the executive committee retires and another director is appointed in his place.

Periodically a separate committee of three directors is appointed, which makes a complete examination of the assets of the Bank, counting the cash, verifying all the notes, examining collateral, checking all investments, and making a full written report to the board of directors. In addition to this the committee examines all securities held by the Trust Department. Thus the policies and acts of the bank's administration are in constant review by every guardian of its forbines.

Like other members of the Chicago Clearing House Association it is subject to the thorough and rigid examination made by that organization.

or should be—employed not only to set up a certain amount of type and run it through the press, but to give his customer a certain amount of expert advice in the matter of getting out advertising. If he is not able or willing to do this he is not fulfilling his whole duty and can never expect to get the best prices for his work, because he will not command the confidence of his patrons.

* * *

The C. B. Cottrell & Sons Company, well known manufacturers of printing presses, have just started a delightful little publication which they call *Cottrell's Magazine*, and which first made its appearance in January. It is gotten out in small pocket size and the body of it includes 24 pages devoted principally to short paragraphs of first-class business wisdom. It is bright and up to date and will be gladly welcomed by anyone who is fortunate enough to receive it. There is no mention in the body of the magazine, so far as I have been able to see, of the words "Cottrell" and "printing press." The advertising is confined solely to the cover pages and to an insert of four pages

VOLUME ONE NUMBER ONE

Cottrell's Magazine

for JANUARY : 1910

PRICE TEN CENTS

next the cover. The cover page itself, as herewith shown, is a very neat creation in black and brown on a rough cover stock.

* * *

The time seems to be coming when the printer of any consequence in large towns will have to be able to handle work in several languages besides his own. Enterprising business concerns are continually reaching out farther and farther for patronage and the demand for printing in foreign languages is becoming greater and greater each year. This is suggested by a booklet which has reached me from the Cleveland Trust Company printed in Spanish. This company has a reputation as a persistent advertiser throughout our own country, but this is the first instance I have noted of any printing being sent out by it in a foreign language. I shall not attempt to find any typographical errors in this booklet, but can only say that the general appearance is well up to the general line of advertising put out by this bank.

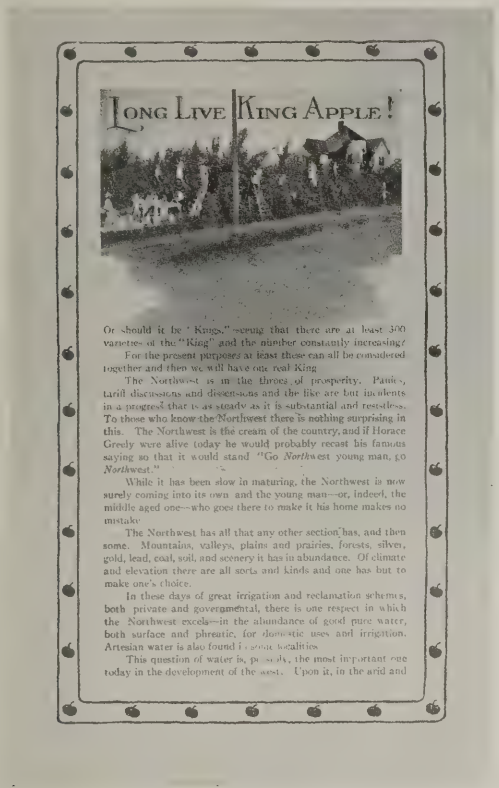
* * *

Another piece of work from the apple country comes from G. A. Haynes, editor and proprietor of the *Record*, Prosser, Wash. It is a program of a commercial club banquet held recently in that city. I see nothing in it to severely criticise beyond the fact that the word "wafers" is misspelled. The red rule around the pages might have been used in a little narrower face, and I

should have also used light-faced rule for the divisions between the various courses of the menu.

* * *

It is beginning to be unusual to get a piece of printing from the State of Washington which does not contain the picture of an apple, or at least a reference to this popular product of the Northwestern country.


LONG LIVE KING APPLE!

Or should it be "Kings," seeing that there are at least 300 varieties of the "King" and the number constantly increasing?

For the present purposes at least these can all be considered together and then we will have one real King.

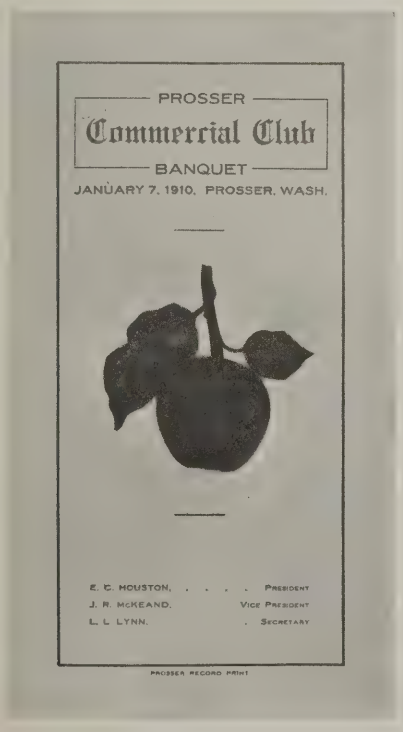
The Northwest is in the throes of prosperity. Panics, tariff discussions and dissensions and the like are but incidents in a progress that is as steady as it is substantial and restless. To those who know the Northwest there is nothing surprising in this. The Northwest is the cream of the country, and if Horace Greely were alive today he would probably recast his famous saying so that it would stand "Go *Northwest* young man, go *Northwest*."

While it has been slow in maturing, the Northwest is now surely coming into its own and the young man—or, indeed, the middle aged one—who goes there to make it his home makes no mistake.

The Northwest has all that any other section has, and then some. Mountains, valleys, plains and prairies, forests, silver, gold, lead, coal, soil, and scenery it has in abundance. Of climate and elevation there are all sorts and kinds and one has but to make one's choice.

In these days of great irrigation and reclamation schemes, both private and governmental, there is one respect in which the Northwest excels—in the abundance of good pure water, both surface and phreatic, for domestic uses and irrigation. Artesian water is also found in good localities.

This question of water is, perhaps, the most important one today in the development of the west. Upon it, in the arid and


PROSSER

Commercial Club

BANQUET

JANUARY 7, 1910. PROSSER, WASH.

E. C. HOUSTON, ... PRESIDENT

J. R. McKEAND, VICE PRESIDENT

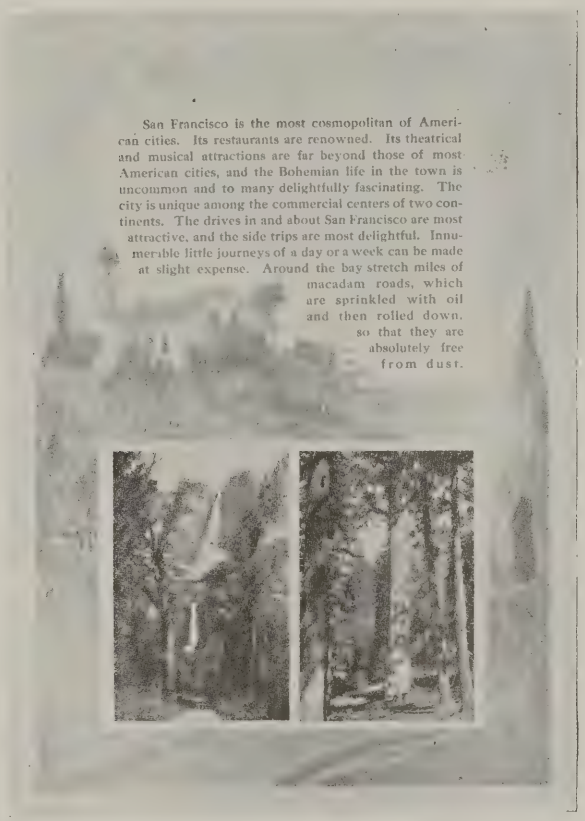
L. L. LYNN, . SECRETARY

PROSSER RECORD PRINT

This booklet sent out by the Northern Pacific Railroad contains a large apple in colors on the cover. I am showing herewith one of the inside pages, which has a border of apples in light green. The halftone is printed in green black and the type matter in red. I hope the reproduction will show how far the vignetting runs down under the type matter. All of the pages are gotten up in this same style, which is an admirable one if the press work on the halftones is properly executed, as it happens to be in this case.

* * *

Another railroad publication of much excellence is a book on California sent out by the Chicago, Milwaukee & St. Paul Railway. The work on this is a credit to the Corbitt Printing Company of Chicago, who executed it. The book has about it very appropriately the air of tropical luxury. I am reproducing a page,


San Francisco is the most cosmopolitan of American cities. Its restaurants are renowned. Its theatrical and musical attractions are far beyond those of most American cities, and the Bohemian life in the town is uncommon and to many delightfully fascinating. The city is unique among the commercial centers of two continents. The drives in and about San Francisco are most attractive, and the side trips are most delightful. Innumerable little journeys of a day or a week can be made at slight expense. Around the bay stretch miles of macadam roads, which are sprinkled with oil and then rolled down, so that they are absolutely free from dust.

though it may show very little of the original excellence. It is an admirable combination of the work of the photographer, water color artist, engraver and typographer. The halftones are printed in black, while the decorative border is in several delicate tints. The type matter is in brown. The entire sheet was stippled after being printed.

* * *

For some reason or other a little holiday greeting gotten out by the University Press, Cambridge, Mass., has not reached me until now. It is too handsome a piece of work, however, to pass without comment. It comprises 16 pages and cover under the general title of "Ideals for the Printer." The inside pages are on heavy antique stock printed from an old style heavy face type with red headings in Cloister text. It contains some choice selections on the subject of printing from various well known authors, some of which I hope to be able to reproduce at some other time. The cover is a smooth dark red stock with a plain title and delicate border in gold.

National Editorial Association Official Report of Proceedings of Twenty-Fifth Annual Convention

THURSDAY, FEBRUARY 10TH, 1910.

THE Twenty-fifth Annual Convention of the National Editorial Association was called to order at 10:30 A. M., by President Pomeroy in the assembly room of the Grunewald Hotel, New Orleans, La. The President called on Past-President Herbert of Illinois, who offered the invocation.

The President then introduced Governor Jared Sanders of Louisiana, saying that it was frequently the case that the Governor of the State was unable to honor the Convention with his presence, having to send a representative, but that he was very glad indeed to be able to announce that Governor Sanders would in person welcome the members of the Convention to the State of Louisiana.

Governor Sanders:

Mr. President and members of the National Editorial Association: It is not only a pleasure but a privilege to be asked to welcome the National Editorial Association to the State of Louisiana. We are always glad in Louisiana to welcome any Convention that honors us with its presence. We have a feeling in this great metropolis of the South that conventions ought to come to us as a matter of right. We feel that they ought to love to come here because we love to have them come. This feeling is intensified in our State when we have a convention composed of the guiding spirits of the Press of the Union. Some of us know the power of the press, some of us not active now, have in the years gone by, been active workers in the ranks. I have gone, as the saying is, all the gaits in the newspaper business from typesetter to the editorial tripod; I used to grandiloquently speak of myself as "We," "Us," and "Our." The greatest distinction between an editor and an ordinary mortal is the difference between the singular and the plural, and that very distinction ought to make you gentlemen careful how you use that plural pronoun. I speak to this audience as an individual, and every man and woman that sits in this hall knows that whatever opinion I express is merely the opinion of Jared Sanders, and his or her mind instantly combats any expression that arouses their native antagonism. If you don't agree with me in what I am saying as an individual, you at once begin to combat the theories advanced, but, when we see it in the paper, it is different. When we read something in cold print, all of us forget the fact that it is nothing but the opinion, at least, of one man, whoever happens to hold the lead pencil and write the article; but we forget it, and we are impressed with the fact that, as the opinion of the press, it is written, it is printed, and it speaks with a thousand tongues to all the people and to all the land. The spoken word may be lost, the printed word lives forever, and, therefore, gentlemen of the press, in welcoming you to our state, I am aware of the tremendous power for good and for evil that is in your hands, and I am proud to say that my experience of the Press of the Union is that the tremendous majority use that power for good and not for evil. The freedom of the Press is something that everyone of us in these United States would willingly, if necessary, die for, because the freedom of Press means the freedom of the people, and it is something that we, the people, are proud of. Newspapers should stick to the word "freedom," rather than insert the word "license." Freedom ought never to be confounded with the word license. You have the freedom of the Press, and that freedom, I am proud to say, has never been abused save in rare instances.

We of Louisiana are glad to have you all with us, particularly are we glad to have those from the far distant States. Mississippi, Arkansas and Texas are so close to Louisiana that their daily lives are consumed with envy over the happy lot of us who live in this State. It is the daily prayer of those people who surround Louisiana, it is their first thought in the morning and their last thought at night, that, when they die, they want to go to Louisiana, for Louisiana expresses to them all their ideas of heavenly bliss, and, whilst we regret the fact that all the people of the States mentioned don't live in Louisiana, we appreciate the condition fully that it is their misfortune and not their fault. You from the States away off in the North and the Middle West and the great Pacific States, we are glad to have you come here and be with us. You are welcome to all that you can find. The Mayor of the city is here and he has told me privately that he has issued orders to the Inspector of Police, and has requested me before leaving for the Capital this evening to leave him about two hundred blank pardons. (Laughter.) He has promised to use this executive function only for the pardon of the Press. (Applause.) We are glad to have you with us down here in Dixie, way down on the Mexican Gulf.

Now when you go back home, tell all your people that we are not envious of you, we rejoice in your prosperity, we take pride in your strength, we are proud of all the good states of the West and the North, for their splendid manhood and womanhood, for the splendid strides they have made, and their material wealth, but, when you go home, if you find any man in your State who has been crowded out, or wishes to make a change, tell him that Louisiana stands ready and willing to receive him with open arms; telll him that, if he comes down here in Louisiana to make his home with us, he will find the soil as rich as the valley of the Nile, and a climate as sweet and genial as that of Italy; he will find rich richness of soil, vast wealth of forest, and, above all, he will find climatic conditions that will enable him to plant and harvest a crop every month in the year. Tell him that if he will come and raise his family here, that, when his children reach the age of discretion, he will be able to send them North so that they will be able to see for the first time ice and snow. Here we have a condition that will appeal to all. Tell any man of your State who wishes to make a change, that, above the riches of the soil and climate, that he will find a people, who, for generations have had the latch always on the outer door, he will find a people whose doors are not only always open to him, but whose arms and hearts are thrown around the stranger within their gates. Tell him he can come for a day, a week a month or a lifetime; he can bring his religious or political views with him; they are his, and no man challenges that right. All we ask is that he be a man, honest, straight and true. If he is, we want him.

If you have a neighbor or a friend and you don't want to lose him don't let him come and spend a week with us, because if he comes to spend the week and once drinks in the air that we have, then perchance his lifetime will be spent in Louisiana. All over this state, wherever I go I find men and their families from the West and the North, happy, contented, rich and prosperous and they are Louisianians to the core. This Association can do a great deal for this one of your sister States. We appreciate your power in this connection, and when you speak of Louisiana, tell not of her glories that are passed, describe not her brilliant and glorious present, but speak of her future. Tell the truth about Louisiana. Tell how happy she is, how this great State of ours is going forward in leaps and bounds the like of which has never been seen before; tell of the advance of education, and take notice that in the last two years in Louisiana that more money has been voted for public schools than any other state the history of the civilized world shows. Take the progress that we are making for good roads, take the condition of Louisiana today, morally and financially, and tell the truth to your people.

A certain newspaper man of Chicago, said to me some months ago that, if all the resources of Louisiana, all the possibilites of this State were known, that it would create a greater stampede than did the gold fever of California, and, when you have told the truth about her natural resources, if you want to come down and live with us, we are glad to have you, and if you don't want to come, we are satisfied with our lot, and merely think you show poor taste.

Ladies and gentlemen, I welcome you to Louisiana, I welcome you as the sentinels along the watch towers of the people, I welcome you, not by word of mouth, but by beat of heart, and the welcome that I extend is the welcome of the people of this State. I thank you.

Mayor Martin Behrman, of New Orleans, was introduced by President Pomeroy, and gave you the following address:—

Mr. President and Members of the National Editorial Association:—

Just why newspapers should be referred to as members of the fourth estate has always been a point which I have failed to adjust or reason out to my entire satisfaction. Of course, it may be all right in England, where it had its origin, and where journalists even still may be satisfied to be and remain as trailers to the three great estates of Kings, Lords and Commons, but in its application to American newspapermen, I do not believe there is anyone of us, who can be persuaded to recognize or to accept its truth. For twenty-five years, I

have been a practical politician and, during that career, I am proud to be able to state that, at times, I have come at least within shouting distance of the statesmen who would compose, if the English order were recognized, the three great American estates, to-wit:—Presidents, Senators and Representatives, and from that long-distance intimacy thus established between us, I am convinced that they are all prepared to asseverate that the rank of the American journalist is not only not that of a trailing member of the fourth estate, but that, under the accepted order of American institutions, he takes precedence over all and, indeed, is the whole thing. Let anyone of the members of the three estates dispute this at his peril. Nor is this to be applied exclusively to the publishers of our great daily journals, or weekly or monthly magazines, for that the power which is wielded by the modest country editor over his constituents is immeasurable, is known of all men. I can bear witness to this and so can my friend, Governor Sanders, to whose fervid word of welcome you have just listened. Each of us, at one time, published his own paper, he in his native parish of St. Mary, and I, in the city of Algiers, which has been annexed to New Orleans to lend splendor and to add to the greatness of this prosperous metropolis of the southwest. Whether our respective circulations were as large as we laid claim to has no bearing, either directly or remotely, upon this particular argument, but I am sure that his Excellency will testify that, at this time, seated in his office as chief executive of this great commonwealth, he does not feel half so great, so important or so influential as he did in those good old days when with calloused thumb and fingers he plied the shears and paste-pot for the writing of his most powerful editorials. As for myself, now as Mayor of New Orleans, I sometimes experience no little difficulty in disguising the pride I experience over the reputation I won as humorist in those olden days through the jokes I cracked in the plate matter section and patent inside of my paper.

Not only statesmen, officials and public spirited citizens, but all the people of this great Republic, who compose the greatest nation on earth recognize and appreciate the power of the press. And that this power is lodged righteously is demonstrated in the wonderful progress journalism has made within the past quarter of a century. Like all things else, by some this power is abused; but this abuse has its limit as can be seen from the fact that no matter how great or widespread may be the circulation of the sensational yellow journals, the power they wield is always infinitesimal. The American reading public is discerning and is quick to detect the honesty and sincerity of the policy or course pursued by a journal and is not easily deceived no matter how pretentious the journal may be. In your association, we find the perfection of journalism. Your membership comprises the ideal moulders of American public opinion, and really it is no conceit on our part to declare that it is that opinion which dominates the civilized world. You are the mentors of those who strive to discharge the duties incumbent upon them honestly and conscientiously and the tormentors of those who comport themselves otherwise. We all appreciate fully the profound reverence that men of your caliber have for the sacred trust reposed in them.

Realizing this, you can perceive readily the great pride and pleasure we experience in having you honor us with this visit. Preparations have been made for your comfort and convenience in the deliberations which are to engage your attention during the period of this convention. We want you to feel and to know that you have come amongst people who are not only warm-hearted and hospitable but who are serious in maintaining and taking advantage of the great natural blessings with which we have been endowed. We want you to view the situation from every point, now that you are here, and we are confident that, from this personal inspection of the conditions which obtain here combined with the possibilities within our reach, of which also we shall not hesitate to take advantage, you will realize more readily than ever that this now is the great natural gateway through which must pass the exports of the United States to Latin America, and, in time, I mean upon the completion of the isthmian canal,—to the Orient.

It is in that spirit we greet you, and as chief executive of this great metropolis, representing a most hospitable people, I am frank to confess that it would be impossible for me to express to you in words our great delight in extending to you the word of welcome.

The President answered as follows:

"Mayor Behrman and Governor Sanders, I want to thank you for your warm words of welcome; I want to assure you that this Association is happy to meet here on its twenty-fifth anniversary, in the city of its birth. Living as I do just across the border of Mason and Dixon's line, I can vouch for the sincerity of Southern hospitality, no other equals the true Southerner in his ability to extend to the stranger within his gates, both by deeds and words, more than you do.

We are glad to be with you in this great city of the South, in your great State, we are glad to be welcomed to your homes, your houses, your churches and your cemeteries, all of which are different from those in any other section. I only regret that I will not be able to spend a few more days, as we will be here only until Saturday evening.

"I want to present Mr. Joe Mitchell Chapple of Boston, who will respond to the addresses."

Mr. Chapple made the following address:

RESPONSE TO THE WELCOME ADDRESS OF GOVERNOR SANDERS, NEW ORLEANS, LA., FEB. 10. 1910.

BY JOE MITCHELL CHAPPLE, NATIONAL MAGAZINE, BOSTON, MASS.

The golden words of welcome from the Governor of Louisiana and the Mayor of New Orleans were exceedingly appropriate to commemorate a Silver Anniversay of the National Editorial Association. Indeed, we feel the thrill of welcome, and the hospitality of New Orleans and Louisiana needs no reiteration among an assembly of editors. Years ago—I'll not say just how many—there was a gracious lady deciding upon a place to enjoy a honeymoon. Maps were studied, Niagara considered, the alluring attraction of the Golden Gate and thoughts of a trip abroad all thrust aside when the magic name of the Winter Capital of the country was suggested. Now, you know why I come among you with no feeling of strangeness. Could I ever forget the tender memories associated with that honeymoon? Mr. Governor and Mr. Mayor, you will appreciate the pleasure I have in making a response to your cordial words of welcome. No other American city is more Cosmopolitan; here we have a glimpse of foreign customs and traditions preserved in wholesome American ideals.

The Governor's allusion to the development of the great alluvial lands and the wonderful resources of Louisiana that awaits the vigor and energy of young American manhood is especially a timely and appropriate suggestion. Today we realize that the agrarian and agricultural development of the entire country must be intensified to meet the phenomenal industrial growth of the nation. In the cry of, "back to the soil" the editors of America are champions of an economic movement of vital consequence to the future destiny of our beloved land. The leveling up of population in this great country—the transplanting of youth from the East to the West and from the West to the East, from the North to the South and the South to the North, the incessant intermingling of brain and brawn from every section of the Union foretells the destiny of this mighty Nation. Combine and group England, Germany, France, Austria, Italy—aye all of Europe and even include Rome when proud mistress of the world, you have no basis of comparison for the gigantic development and magnitude of our nation's achievements. The United States is of continental proportions and the irresistible and audacious, progressive national spirit is most eloquently emphasized in just such greetings as you have given on behalf of the State of Louisiana and the good old City of New Orleans on this occasion. It is more than the Silver Anniversary of the Organization; it is a *Silver Welding* of the newspaper and editorial force of the country united in one common cause with the great commercial and ethical influences of the nation to realize ideals of public welfare that make for real and substantial progress.

Sirs, we approach you as invaders. We have already drawn our weapons. Pen and pencils already bristle with the sharpened intensity of the bayonets which Jackson met at Chalmette. We have drawn our pens, Sirs, and will write in letters of gold the memories of this occasion, which are already indelibly engraved in our hearts by your hospitable welcome.

On the historic soil which has witnessed the unfurling of seven flags, the tradition that illumines the most stirring pages of our national archives, we meet together under the inspiration of the old Stars and Strips—eternal and fadeless Red, White and Blue that never have changed in all the vicissitudes and misfortunes of war."

No other word in the English language is better understood and has a more significant meaning in New Orleans and Louisiana than that ringing salutation of "WELCOME"—the very inflection and emphasis with which this word is expressed, in dear old New Orleans carries with it a fervor of sincerity

and heartiness that has made us feel quite at home before we have even crossed the threshold and while hand lingers in hand with smiles of greeting, in the glow of the "Editorial Hearthstone" in the years to come we will recall this meeting in scenes of golden memory and pictures of untarnished silver.

The President introduced Past-President R. H. Henry of Mississippi, who made the following response:

RESPONSE TO ADDRESS OF WELCOME BY R. H. HENRY OF THE CLARION-LEDGER, JACKSON, MISSISSIPPI.

Gov. Sanders and Mayor Behrman:

I do not feel that in attempting to respond to the addresses of welcome which have been so cordially extended, that I can add anything to what has already been said by other representatives of the National Editorial Association, so fully have they covered the ground and so well have they expressed the thanks and sentiments of our organization.

It were needless for me to declare that the members of the Association are grateful to you, the representatives of the State and City, for your courteous, generous speeches; for your hearty, kindly greeting; for your earnest words of welcome; for your warm and cheery manners; for your bright and smiling faces.

This manifestation on your part convinces us that we are welcome to the metropolis of the South, to the Winter Capital of America, as your city has been well named; to the hearts and homes of New Orleans, to the brightest spot of all the Southland, to the very heart of Dixie, with its warm and genial climate, kissed and cooled by balmy breezes off the Mexico sea.

We appreciate to the fullest this splendid reception, this magnificent welcome by representative citizens of Louisiana and the Crescent City, and esteem it an honor to mingle and associate with a people who proudly trace their ancestry back to the days of Iberville, whose acts and deeds illumine the brightest pages of history; to stand on the soil which LaSalle took charge of, over two hundred years ago in the name of the Fourteenth Louis, in whose honor the State was called, a land of tropical verdure, perennial bloom and cerulean skies.

We are delighted to hold the Twenty-Fifth anniversary of our Association in the city in which it had its birth, during the Cotton Centennial Exposition of 1885. Since then, like the Prodigal Son, we have wandered in many climes, have visited many sections, and are glad to return to the land of our nativity, to the glorious Crescent City, known far and wide for its generous hospitality, its warm-hearted people, its gallant men and beautiful women, where we are welcomed with bright smiles and warm hand-clasps, and made to feel that we are at home and among friends.

We are happy to hold our annual meeting in this famous historic old city, founded by Jean Bielville, in 1718, who wrested this section from the Indian wilds and here laid the foundations of beautiful and prosperous city we now visit, and whose hospitality we today enjoy. Many of our number who have never before sojourned here will find much pleasure in tramping through the old Latin Quarters; in visiting the curio shops with their antique wares; in spending an hour at the French Market, talking with the Gascon; buying boutonnaires from the old Creole women, purchasing fruit from the Dago, drinking coffee with the Spaniard. They will have opportunity to visit and admire your old antiquated buildings, and learn something of their ancient history; to stroll through your parks and pluck roses from your flower gardens in midwinter; to behold Jackson Square, and pause with uncovered heads at the very spot where the ladies of New Orleans crowned "Old Hickory" with laurel and flowers scattered in his pathway as he returned a conquering hero from the fields of Chalmette.

The history of your state and city is known of all well informed people, for they have contributed bright and shining lights to art, literature, music, science, philosophy,— to the civil, political and military history of the country; given to the nation a list of great and distinguished names, whose deeds will glow and brighten as the years go by.

The NATIONAL EDITORIAL ASSOCIATION, gentlemen, is grateful for the courtesies and hospitalities you have this day extended, and in the name of the delegates here assembled, I thank you most heartily for your generous words of welcome, your kind and cordial greeting.

Vice-President Baumgartner was called to the chair and said:

We have been led to believe through the School Stories and *Youth's Companion* and a few other classical publications that all worthy men come from the farms. Here we find the two greatest men in Louisiana (Governor Sanders and Mayor Behrman), who are just now making their "get-away," stepping down from the lights and heights of journalism to lay the offerings of their wisdom on the altar of public service. It is a striking fact that these two gentlemen, who occupy the highest gifts of the people of the State, were both newspaper men in the beginning of their careers, and we are glad to know that fact.

The next feature on the program is the President's Annual Address. I think that this matter is deserving of very careful attention and thought, for I am sure that the effectiveness and future destiny of this Association can be largely influenced by giving careful attention to the thoughts contained in his address.

President Pomeroy made his Annual Address.

The Vice-President: "You have heard the reading of the President's address. What will you do with it?"

Mr. Bell of Missouri moved that it be referred to a Committee of three. Motion seconded and carried.

The Vice-President indorsed the President's address with a few appropriate remarks, and appointed the following Committee to report on President's address: Mr. Bell of Missouri, Mr. Ploughe of Kansas, Mr. Collins of New York.

A poem was then read, "In Remembrance," by Mr. William E. Pabor, of Florida, Poet Laureate:

IN REMEMBRANCE.

THE ANNUAL POEM, IN COMMEMORATION OF THE 25TH ANNIVERSARY OF THE NATIONAL EDITORIAL ASSOCIATION.

INSCRIBED TO THE FOUNDER OF THE ASSOCIATION, HON. B. B. HERBERT, PUBLISHER NATIONAL PRINTER-JOURNALIST.

BY W. E. PABOR.

PRELUDE:

THESE random rhymes, with changing chimes,
Are echoes, each, of by-gone times;
If, as they fall they should recall
Reunions in some far-off hall,
May no sad thought these echoes mar,
Though faint and far their chimings are;
But, as we here each other meet,
Make all these farewell rhymes seem sweet.

"THE CORAL WORKERS." . Cincinnati, 1886.

Still in secret, late and long
Coral workers, swift and strong,
Build where swelling billows glide
'Till they leave, above the tide,
Isles of calm to sunny skies,
Where the palm and pine arise,
Blending health and wealth in one
Where the gulf-stream's currents run;
* * * * * *
So, in silence toil the men
Known as Brothers of the Pen.

"THE SEED SOWERS." . Denver, 1887.

Still the sower sows his seed,
Suited to the season's need;
While the gentle breeze comes forth
From the East, West, South and North;
Some seeds float to foreign lands,
Some to near-by fallow lands—
Some to islands in the sea—
Where, through Nature's smiles, the tree
Bush and vine their fruitage bear
For a waiting world to share.
* * * * * *
So the seeds the writers sow,
Fruitage bear for weal or woe.

"OPEN THE GATES." . Boston, 1890.

The air is still burdened with pleading
From the women, young and old,
To men (who the plea should be heeding)
And their words are brave and bold.
But the tree has only blossomed
For the fruit their hands would reach,

And the words of womanly folly
Still burden the suffrage speech.
* * * * * *
But the idle pens are many,
And the moving fingers still;
'Till the pulse-beat of the nation
Give voice to the people's will.

"A Rosary of Rhymes." . California, 1892.
Here, where the waves of the ocean,
Fall soft on the shining sand;
Come echoes from Vales where roses
Welcomed us once to the land;
Where, under their vine and fig tree
A prosperous people sit,
And the feet of the happy children
Through the lily gardens flit,
And not 'till Memory fails us
Will the fairy scenes be lost
Of the Orchard Lands and Vineyards
Of the sun-kissed golden coast.
* * * * * *
There are words we fail to utter,
There are thoughts too deep for words,
Though our voices in our farewells
Were as musical as birds.

"A Drop of Ink." . Chicago, 1893.
And still flow forth, some drops of ink,
To make a waiting people think;
Though some may blot the virgin page,
Whereon the singer or the sage
Exalt the soldier, statesman, saint,
In records ever growing faint,
Yet here and there a brighter glow
Is shown where, in this world of woe,
The stars of Love, of Truth, of Hope,
Are shining on Life's upward Slope.
* * * * * *
So let our ink drops ever show,
'Till on our hearts these star-beams glow.

"A Welcome Canticle." . St. Augustine, 1895.
There are those who will remember how we stood in orange bowers,
When the air was full of perfume, in the sunny land of flowers,
On the beach where Ponce de Leon sought the fabled fount to find
That would make him young forever, heedless of the Fates that wind

Threads to work the years of Mortals into ways and woof of woe,
To the wail of weeping women, as the sad processions go;
We recall magnolia blossoms, and the bulbul's joyous lay,
Where it seemed the gates of Eden welcomed in the sunny day.

Here it was, in kind remembrance of the singer's rhymes, you laid
On his head a crown of laurel, saying it should never fade.
In the seasons that have followed, he has sought to keep it green,
So no stain should fall upon it or deface its gracious green.

All the simple songs he offered, held a keynote of a hope
That, to each and all his brothers, on sunrise or sunset slope,
There might come, as an Evangel, words of pure, fraternal love,
Heavy freighted with glad promise, as to Noah came the Dove.

If, perchance, 'twas but a rose leaf on a brimming cup of wine,
And its perfume gave you pleasure, then some happiness was mine.
And I hope that no remembrance of the songs I since have sung
Left behind the note of sorrow in the heart of old or young.

"To-morrow." . Galveston, 1897.
Evermore our eyes are watching for the morrow that shall bring
Into port the golden shallop, of which, when we're young, we sing;
As we watch the rolling billows from the land that holds the hours,
Seeking them in dark and daylight, in the sunshine and in showers;
But the starlight comes and whispers to each mortal as he waits
Fevered by anticipation, at the fading sunset gates;

"All in vain the long night watches, for no one tomorrow sees,
Be he soldier armed for battle, or a lover on his knees.

"Or a saint before the altar, or a Brother of the Pen,
For no one has seen tomorrow, since the days of Mortal men.

"As it steps across the portal, nature's law it must obey—
Vanishes the Myth 'Tomorrow' for behold it is Today."

As, upon electric flashes, to the toilers through the night,
Come the tidings of world-doings, to be read when comes morn's light,

If for Joy, or for Sorrow, be the message what it may,
Though the Pen writes for To-morrow, when 'tis read, it is To-day.

"The Peepul Tree." . Portland, 1899.
The mystic Peepul Tree still stands
The test of Faith in India's lands,
As when before the Star of Hope
Shone brightly one Judea's slope,
In sign of One who came to preach
The truth that Brahma failed to teach;
Who sowed the seeds of trees whose leaves,
Have greater power than man conceives,
For in their tracery, I wis
Lie secrets of Celestial Bliss.
* * * * * *
Now, in these days, the Bo-tree leaves
Are changed to Editorial sheaves,
Whose golden grains are scattered far
Neath Southern Cross and Northern Star,
Each with a message unto men
Wrought by the Brothers of the Pen.

"The Moving Finger." . Denver, 1897.
The moving finger still the story tells
Of funeral anthems and of wedding bells;
Of hopes abandoned and of dreams come true
Of bowers of Roses and fields of rue;
Of days of sunshine and of nights when stars
Have veiled their glory behind ebon bars.
But, whether pleasures or, if grief befall,
The Moving Finger still upon the Wall,
Its Message writes, that he who runs may read
And pause in running, or make greater speed.
* * * * * *
These are to us, the Sybils three; the Pen
The Drop of Ink, the Moving Finger. Then
Let words alone be written that shall be
Pearls in the Casket of Man's Memory.

"My Lady of Siam." . New Orleans, 1900.
It may seem a foolish fancy that has fashioned for each day
Robes of a distinctive color and gems of purest ray,

In which Siam's graceful women watch the passing of the hours,
In such gowns whose color show them fairer far than Siam's flowers;

But, if it be only fancy, surely in it lies the seed
Of a truth each age is conscious, as it fits some human need;

And the Oriental fancy changes to a fact sublime,
As the days, forever changing, shape the story of the time;

Each one having its own purpose, while no two alike doth seem,
Flashing as the rainbow shining on the surface of a stream.

The "In Memoriam in Stone." . Buffalo, 1901.
One sweet belief we ever hold
Within our hearts or young or old,
That Love is an immortal flame
To which all mortals have a claim.
When Shah Tahan, for love alone,
An—In Memoriam—in stone,
Encrusting it with jewels rare,
And set it up in Agrae, where
It evermore should say to men,
"Love dies; but dying lives again"—
He touched a note whose echoes sound
Wherever human hearts are found.
* * * * * *
The Moral this, to those whose Pen
Write down the vital thoughts for men
To ponder on: Below, above
That, "Love is Heaven and Heaven is Love."

"The Meadow Land of Song." . Hot Springs, 1902.
Ever comes to Mortal vision,
To the old and to the young,
Glimpses of a land Elysian
With its Meadow land of song.

Roses bloom for youth and maiden
While the air is heavy laden
With sweet songs by lovers sung.
* * * * * *
We who write, then, words should fashion
Into flowers of sweetst speech,
Heedless of the plea of passion
That some bitter end might reach;
Make each line a thought whose blossom
Resting on some throbbing bosom
Shall love's joyful message teach.

"The Woman Beautiful." . Omaha, 1903.

Ah! well did Shakespeare write the words, "If she be young and fair
Of it the gift she hath to know." She is beyond compare;
In every age since Eden's gates were closed against the pair,
She tempts the Adams of the world, 'till they love apple share;
The Jewel in the Lotus, shines still in the woman's eyes:
The Woman Beautiful whose smiles the world electrifies;
Men are no stronger than when Deliah used her shears,
We bend the knee to win her smiles, we yield before her tears;
The Lotos blossoms that she throws we gather and caress
And, if for sorrow or for joy, we to our bosom press;
The world was sad, some poet wrote, its garden was a wild
Until the Woman Beautiful upon the lover smiled.
* * * * * *
And if we paragraph in prose, the faults we ever find
Or magnify her follies and ever-changing mind,
Within our hearts, as at a shrine, whatever we may do,
The Woman Beautiful to us, is still the Woman True.
My years to seventy have grown, yet still my heart seems young
As in its apple blossom time, when o'er the branches hung
The rainbow rays that span the sky and shine upon the hand
That upward points to winding ways that lead to lover's land;
The Angel of Love's sweet delight pointing with jewelled hand
And whispering in accents soft: Behold the promised land.
And now, as then, across the page, the Moving Finger writes,
Responsive to a throbbing heart of Love and its delights!
And only when the throbs are stilled, and hands lie crossed in rest
Will Eros echoes cease to flow from out this rugged breast.

Lisping Leaves." . Guthrie, 1905.

And still through the breezy woodland,
Like the song of singing birds,
The musical, mystical whisper
Of the Lisping Leaf is heard;
The leaves that were green or golden
In the gardens of long ago
Are still in tropical gardens,
Or on Mountains crowned with snow;
And ever and still forever,
As the Centuries come and go,
* * * * * *
The Leaves, the mothers of Blossoms,
Will be healers of human woe.
The leaves that mother the flowers
Send such messages unto men
Of comfort as never was written,
By the Brothers of the Pen.

"A Lesson of Renunciation." . Indianapolis, 1906.

Evermore in legend hoary, comes some soul-entrancing story,
Tinged with Oriental glory
Of some hero deed sublime, changeless throughout changing time—
Laurel crowned by poet's rhyme.
If our actions in their blending are to other pleasures sending,
Could there be a better ending
To emotions such as start, love touched from the human heart,
Yielding Joy in Sorrow's Mart?
"As ye did it to another"—this the lesson, Oh! my brother,
Let not spleen its meaning smother;
Uttered on Judas' slope, key-note of immortal hope,
As we through Life's shadows grope.
* * * * * *
Since the Princess in the story gave her life for love, not glory,
Let the legend old and hoary
Teach us Life to live aright, so our deeds may shine as bright
As the stars of summer night.
Let our words be as a lever, truth from error to dissever,
And the Moving Finger ever
Trace upon the virgin sheet, where the pen and ink drops meet
"Life through Love is made Complete."

"The Jamestown Exposition." . Norfolk, 1907.

Though uttered in a long-gone day,
"The star of Empire takes its way."
Lo! on our Eastern slopes we hold
It true as Bishop Berkley told.
It shines upon the golden shore,
Brighter than when, in golden lore,
It rested where the Mayflower flock
Landed upon the Plymouth Rock,
The Plymouth band, the Jamestown crew,
By glorious deeds have made it true.
They sowed the seeds of future states,
As History so well relates,
'Till now, who wield the writer's pen
At midnight trace the sequel when
They write their country's world-known name
And glory in the Union's fame.
Shame come to him who blots the sheet
With words that patriots blush to meet.

"In Farewell." . New Orleans, 1910.

If, in these farewell rhymes there lies one seed
Whose life shall bud and bloom for human need,
The Moving Finger has not moved in vain;
And, "What is Writ" shall on the page remain.

The years are many since they first began,
While shine and shadow, in their passing van;
But evermore, on Life's descending slope
The Star of Eros and the Star of Hope
Have sent their rays to comfort and to cheer,
And by their shining, dry some transient tear.
* * * * * *
The Poet Laureate's crown lies heavy now!
He fain would lift it from his furrowed brow;
So, bids you take it, and bestow instead
The shining laurels on some younger head.
Some flowers of song there are, that lowly rest,
As violets do, close-clasped to Nature's breast;
While some there are that tall and stately rise
And lift unblushing faces to the skies.
Ye who are wise in wisdom's high behest,
The problem solve, and tell us which is best.

William E. Pabor.

Pabor Lake, Avon Park, Fla.

The following Committee on Credentials was appointed by the President: Will A. Steel, Washington; Wm. C. Hammer, North Carolina; J. B. Castle, Illinois; Will H. Mayes, Texas; Dietrick Lamade, Pennsylvania.

Mr. Sheridan Ploughe called up his amendment to the Constitution introduced at Seattle, and asked that 9:30 A. M. tomorrow be set as the hour for considering the same, or as early an hour as possible thereafter. Mr. Pierce argued a later hour. Mr. Ploughe accepted 2 P. M., Friday, as the hour, which carried.

The President announced that the *Daily Picayune* requested that a photograph of the Association be taken immediately after adjournment of Thursday morning's session.

The Executive Committee was requested to remain after adjournment.

Corresponding Secretary Parrott announced that tickets and badges were to be distributed at the Thursday afternoon session.

Meeting adjourned until 2 P. M.

THURSDAY, FEBRUARY 10th, 1910.

AFTERNOON SESSION.

Convention called to order by President Pomeroy at 2 P. M. President Pomeroy appointed the following Committees:

Committee on Treasurer's Account: Geo. E. Hosmer, Colorado, Chairman; W. W. Folsom, Arkansas; I. E. Diehl, Utah.

Committee on Necrology: John E. Junkin, Kansas, Chairman; D. L. St. Clair, North Carolina; Jasper Collins, Texas; Jacob Pepperman, Alabama; H. B. Hale, Connecticut.

Committee on Resolutions: J. L. Gillespie, Mississippi, Chairman; B. B. Herbert, Illinois; Joe Mitchell Chapple, Boston, Mass.; I. M. Marshall, Massachusetts; F. O. Edgecomb, Nebraska; W. J. Kline, New York.

Committee on Constitution and By-Laws: E. H. Pierce, Massachusetts, Chairman; W. L. Jones, Illinois; Miss Florence Dymond, Louisiana; Sheridan Ploughe, Kansas; Wm. R. Hodges, Minnesota.

The President expressed his regret that Past-President Stevens, who had been assigned "Twenty-five Years of

American Journalism," was not able to be present.

The President then introduced Miss Kate Barnard of Oklahoma, who spoke on "The Influence of the Press for Good."

Col. Henry stated that he knew he voiced the sentiments of the Convention when he moved that the Convention return their thanks to Miss Barnard for her interesting and convincing talk. The motion carried by unanimous vote.

A telegram was read from Past-President Collins of Minnesota, regretting his inability to be present.

The President introduced Mr. Josephus Daniels of North Carolina, who delivered an address on "The Press and Law Enforcement":

The President announced that Mr. M. I. Sanders of New Orleans, who was to speak on "Our Waterways," was unable to remain as he had an important engagement at 4 o'clock, but would address the Convention on Friday morning.

The President introduced Mr. John Clyde Oswald of New York City, who addressed the Convention on "The Editor's Opportunity."

The President then introduced Mr. A. E. Winship of Massachusetts, who addressed the Convention on "The New Journalism."

Mr. Pierce moved and it was seconded by Mr. Herbert that the address of Seth Brown of Chicago, who was unable to be present, be included in the proceedings.

An invitation was read from the New Orleans *Item* to visit their plant.

Mr. Parrott announced that after quite a delay he had succeeded in securing tickets for the ladies for the French Opera Thursday night. As far as the gentlemen were concerned, they would be given badges which would admit them to the Opera. The ladies to go to the Opera House in a body. Mr. Parrott also announced that Friday's program had beeen changed. The Aerial Flight would take place at 3 o'clock P. M., and the boat ride would be postponed until Saturday.

He would have tickets ready and distribute them Friday.

Meeting adjourned until 9 o'clock Friday morning.

FRIDAY, FEBRUARY 11, 1910.

MORNING SESSION.

The convention was called to order by President Pomeroy at 10 a. m.

Mr. Bell, of Missouri, moved that an Amendment to Art 3 of Section 1, of the Constitution be made, saying that this amendment was simply to provide for admitting Press Associations which had been organized since this Constitution went into effect. The Association was rapidly getting to be exclusive, and it was for this purpose of getting over that difficulty that this amendment was offered. Mr. Pierce, of Massachusetts, moved that Amendment be referred to the Committe on Constitution and By-Laws. Mr. Bell declared that this was out of order, and asked that it be made a special order at the opening session on Saturday morning, which was carried.

Telegram read from Past President E. W. Sttephens, of Missouri, regretting his inability to be present. A letter was read from Gov. A. B. White, of West Virginia, regretting his inability to be present, and letters were also read from Arthur E. Pierce, of Denver, Byron J. Price, of Washington, J. P. Chambless, of Portland, W. E. Beeson, of Winchester, Indiana, and Geo. W. Hughes, of Illinois, regretting their inability to attend.

[All these letters in telegrams are printed in the account of the Silver Anniversary exercises.]

Mr. Ploughe requested that a time be fixed for report on President's address. Time fixed for Executive Session at 11 o'clock to hear report of Committee.

Mr. Parrott made announcements relative to depositing of tickets by those desiring to go Panama. He stated that the Panama trip was being taken up with the State Executive Committemen in order to make the assignments for boats. The Oyster Steam party being at 12 o'clock and the Aerial Flight at 3 o'clock, he said he would have tickets for both events that morning and would try to distribute them before they adjourned.

The President introduced Mr. M. J. Sanders, of New Orleans, who was the first president of the National Rivers and Harbors Congress, who addressed the Convention on "Our Waterways."

Mr. Mayes, of Texas, moved that an expression of thanks be offered on the part of the Convention to Mr. Sanders for his address, seconded by B. B. Herbert and passed by a rising vote.

Mr. L. E. Bentley, of New Orleans, asked to interrupt the proceedings at this time to introduce a lady, who wished to extend an invitation to the meeting, Miss Jean Gordon, the First Lady Factory Inspector Louisiana has ever possessed. Miss Gordon was the head and front of the movement that produced legislation concerning the Child Labor Law, and was appointed as Factory Inspector, and her work is known far and wide all over the country, but more especially in this city and state, where her efforts have been so great.

Miss Gordon stated that she simply wished to extend an invitation to the Convention to attend the meeting of the Era Culb, the Equal Rights' Association, of Louisiana, at their weekly meeting at Gibson Hall at 2:30 p. m. Saturday afternoon. She stated that one of the greatest natural resources of the country were the women and children of America, who should be conserved, but who are not being conserved, and that it was not likely that they would be conserved until the women had representation in the National and State Governments, and could bring forward their plaints, and secure the right of franchise equal with men; she stated that she sincerely hoped that this great body of men who formed public opinion would take up this question and make of it a burning, live issue all through the North.

The Vice-President introduced Mr. Felix I. Koch, Traveler and Lecturer, of Ohio, who spoke on "A National Association of Newspaper Men."

Mr. Jacob Pepperman, of Alabama, stated that he was fully in accord with the sentiments contained in Mr. Koch's address, which was undoubtedly the keynote of the situation and moved that the paper be printed in phamphlet form at the expense of the Association, if not too great, and that every member be furnished with a copy of the same. Motion seconded. The Vice-President stated that he was deeply impressed with the value and importance of this paper and regretted that it was too late to refer it to the Committee on President's Address to be considered therewith, the report of that Committee having been made a special order for 11 o'clock. Unquestionably the object aimed at by Mr. Pepperman's motion would be attained in a very large measure by publication in the National Printer Journalist. Mr. Pepperman withdrew his motion. The Chair stated that the report of the Committee on President's Address had been made a special order for Executive Session at that time, but suggested that it would be well to continue the program while there was such a splendid audience, and requested that the Committee consent to a continuation. Mr. Ploughe insisted on having the report of the Committee read.

Mr. Ploughe introduced Mr. Thompson, of the New Orleans *Item*, who repeated their invitation to have the Convention visit their plant between 2 and 5 p. m. that day.

The Vice-President announced that he was requested to call a meeting of the Committee on the Constitution and By-Laws immediately upon adjournment at the desk, and also that a meeting of the Constitutional Amendment Committee to be held at the same time.

Convention went into Executive Session to consider the report of the Committee on President's Address at 11:15 a. m.

At the close of the Executive Session, Mr. Steel asked that, if any errors were noticed in the temporary report that they be brought to his attention so that they could be corrected.

Mr. Bentley made an announcement relative to the march to the French Market and Oyster Steam, stating what places of interest would be passed.

President Pomeroy urged that the members be on time at the afternoon session and all future sessions.

Meeting adjourned until 1:30 p. m.

FRIDAY, FEBRUARY 11, 1910.

FRIDAY AFTERNOON SESSION.

Convention called to order by President Pomeroy at 2 p. m.

The President read a telegram from Gov. E. F. Noel, of Mississippi, who was invited to be present, regretting his inability to be attend.

The President introduced Mr. H. B. Varner, of North Carolina, who addressed the Convention on the "Duty of the Press in the Good Roads Movement of the United States."

Motion made by Mr. Ploughe that the discussion of all Amendments to the Constitution be postponed until Sataurday. Seconded and carried.

The President read greeting from Past President Albert Tozier.

Mr. Junkin requested the announcement that any member of the various States who knew of deceased members would kindly report to the Secretary, so that he could make the report Saturday.

Mr. Moffett, of Indiana, stated that Mr. Houston could not

be present, and had mailed his paper to be read at the Convention, which was submitted.

The President requested permission to insert the paper of Miss Caroline A. Huling, of Illinois, in the proceedings, which was granted.

Mr. Bentley, of Louisiana, offered certain resolutions, which were referred to the Committee on Resolutions.

The President called attention to the Anniversary Exercises Friday night at 8 o'clock.

The President introduced Mr. J. M. Chapple, of Boston, who gave an address on "Advertising and Exploitation."

Meeting adjourned until 8 o'clock Friday night.

SATURDAY, FEBRUARY 12, 1910.

MORNING SESSION.

Convention called to order at 10 a. m. by President Pomeroy.

The President introduced Mr. Ernest H. Pierce of the *Journal,* Revere, Massachusetts, who read a paper on the "Better Organization for Our Association."

The President introduced Mr. J. P. Hurley, of the *Tribune,* Albert Lea, Minn., who read a paper on "Is the American Press as Potential as Formerly?"

The President introduced Mr. W. H. H. Judson, of *The Bessemer Weekly* Alabama, who read his address on "Retrospect of Good Work and Good Results."

The President introduced Mrs. F. S. Greenleaf, of Savanna, Illinois, who read her paper on "Newspaper Side Lights."

Mr. Parrott announced that those intending to leave for Panama today must turn in their ticket assignments or cash within an hour as after 12 o'clock, it would be too late. He stated that for the boat leaving Sunday at 11 o'clock a. m. (tomorrow), it would be necessary to be at the wharf at 10 a. m., and those leaving on the boat this afternoon would have to be down at the wharf at 2 p. m., as the boat leaves at 3 p. m.

Mr. Ploughe moved that the report of the Committee on President's Address, which had been discussed in Executive Session and referred, be adopted. Seconded by Mr. Pierce and carried unanimously. The report was ordered omitted from the minutes.

The President introduced Mr. J. P. Baumgartner, of *The Register,* Santa Ana, California, who asked leave to publish his address without reading, on "Duty and Opportunity, or Things Worth While," which was granted.

The President introduced Mr. W. E. Clark, of Gulfport, Miss., who wished to invite the members of the Convention to visit Gulfport on Monday.

Mr. Clark stated that the *Commercial Union* of the city of Gulfport, had commissioned him and Mr. S. H. Walthall to extend an invitation to those who were not going to take the trip to Panama to visit Gulfport on Monday. He stated that the trip would be very pleasant, that they would leave in the morning and return in the afternoon over the Louisville & Nashville R. R. He said that they had twenty-five miles along the coast between Pass Christian and Biloxi, which he wished to show them. He said that Mr. Walthall, President of the Gulfport *Commercial Union* would also speak to them about the trip.

Mr. Walthall stated that he would only take a very few minutes of the Convention's time explaining the trip. He said that he wanted to get the members of the Association over in that portion of the country, because they recognize that the Press of the United States is very influential, as it embodies the brains of the United States, and the press was what they wanted first and foremost of all things. He wanted to show what the South Mississippi coast was. He spoke of Capt. J. T. Jones, of Buffalo, N. Y., who had undertaken to build up the wilderness and was doing it, and as Mr. Harriman had changed the course of the commerce from the Atlantic to the Pacific coast, in like manner Mr. Jones with the natural geographical conditions of Gulfport and the surrounding country would in time change the course of commerce in that direction. He stated that he believed that they had the greatest prospects of any other part of the country, and he wanted to show them to the members of the Convention in such a way as to make them believe it, and would show it to them by a ride on the electric car.

Mr. Herbert moved that the thanks of the Association be returned to the kind people of Gulfport and that the invitation be accepted, provided that a sufficient number could arrange to go to warrant making the trip.

The President announced the appointment of the Committee on Reorganization of the Association provided for by the Committee on President's Annual Address, as follows: Walter Williams, Sheridan Ploughe, Joe Mitchell Chapple, W. F. Parrott, President J. P. Baumgartner, Past-President A. Nevin Pomeroy.

The President then called for reports of Committees:

Mr. Pierce submitted the report of the Committee on Amendments to the Constitution and By-Laws:

During the reading of Mr. Pierce's report, discussion was entered into in regard to same by Messrs. Wells of Nebraska, Greenhow of New York, Castle of Illinois, Baumgartner of California, Pepperman of Alabama, Dowdell of South Dakota, Amos of Ohio and Judson of Alabama.

Mr. Mayes of Texas made a point of order, asking that the reports be referred to the Committee provided for by the Committee on President's Address with instructions to report at the first meeting next year. He urged that the body had no right to make so radical a change in the Constitution at this time. Motion seconded y Mr. Pepperman. Some discussions followed in regard to the point raised, and Mr. Mayes insisted upon his point of order and again requested that the matter be referred to the Committee provided for by the Committee on President's Annual Address. Mr. Pierce urged the adoption of his substitute. Mr. Glessner of Illinois commended the report in some particulars, but opposed certain radical changes. The Chair decided that the point of order made by Mr. Mayes was well taken. Mr. Mayes moved that the matter be referred to the Committee suggested by him. Motion carried.

Mr. Bell called up his motion to amend Art 3 of Section one of the Constitution, by omitting the words "which were of three years standing and in affiliation with the National Editorial Association prior to the adoption of the revised Constitution in San Francisco in May, 1892," and Mr. Pierce moved that the whole matter be referred to the same Committee along with other amendments.

Mr. Bell stated that it was his understanding that the Association should be enlarged, and this amendment was for that purpose, and so that they could be on hand for the reorganization next year. Mr. Baumgartner seconded the motion, and explained the difference between Mr. Bell's amendment and Mr. Pierce's. On motion, the Bell amendment was carried.

Mr. Baumgartner moved that the Corresponding Secretary be authorized to extend an invitation to all organized Press Clubs to have delegates at the next annual meeting. Motion carried.

Mr. Hammer of North Carolina read the report of the Postal Committee as follows:

REPORT OF POSTAL COMMITTEE.

Whereas, the question of rate on second-class matter has been revived and the charge has been made that the press is receiving a subsidy from the Government, we call attention to the following established facts:

First.—The whole history of legislation shows that the present rates of postage were fixed as a benefit to the people and to the Government.

Second.—The actual deficit in carrying second-class mail matter has been greatly exaggerated, for example, in the year ending June 30, 1908, the weight of second-class matter compared to 1907, decreased 18,000,000 pounds and the postal expenditures increased $18,000.44. Under practical business management as reported by the recent Postoffice Commission on the business methods of the Postoffice Department and the Postal Service," the charge of one cent per pound is approximately adequate compensation."

Third.—Second-class mail matter directly and through the Advertisements therein is an effective promoter of first-class postage. The cost of carrying which is little increased by carrying second-class matter.

Fourth.—Second-class matter is for the benefit of all the people whose education is of incalculable value to the Government.

Fifth.—Railway compensation for the transportation of mail matter is classed under a sliding scale, the rate decreasing with increase of tonnage. Second-class mail matter serving to lower the rate on first-class matter.

Sixth.—We do not concede that upon the whole there is a loss in the carrying of second-class matter, for we are convinced that carrying second-class mail matter is a source of ultimate profit to the Government.

Seventh.—It is unfair that the Postoffice Department be required to be self-sustaining or profit-earning, unless the other departments of government are placed on the same basis.

Eighth.—The first step in an effort to economize in postal expenditures should be a thorough investigation of the relation of the Department to the Railroad, and a comparison of the charges made by the railroads to the Government and to

the express companies, and also a comparison of the Post-office rates and express companies' rates for similar service. We submit that such a comparison will show the possibility of a great reduction in the cost of transportation of mail—instead of being a subsidy to the newspapers and their subscribers, it is a subsidy to the transportation companies whose high charges are the chief cause of any deficit in the Post-office Department.

Therefore, the National Editorial Association, composed of duly accredited delegates of the various States and Territorial Press Associations representing all kinds and classes of publications registers its emphatic protest:

1. Against any advance of secondclass postal rates as unjust, unfair and against wise public policy.

2. Against calling second-class postal rate a subsidy to the press.

Respectfully submitted,
B. B. Herbert, Illinois,
R. R. Perry, Kentucky,
Sheridan Ploughe, Kansas,
Wm. C. Hammer, No. Carolina.
W. J. Kline, New York.

Motion made and seconded for the adoption of the report as read. Motion carried.

Mr. Junkin of Kansas reported for the Committee on Necrology, as follows:

NECROLOGY REPORT.

We pause for a few brief moments this morning to pay a loving tribute to those of our number who have ended life's journey and passed over to the Beautiful City of Rest, so tenderly described by Ella Wheeler Wilcox, where—

You shall store all your baggage of worries,
You shall feel perfect peace in this realm.
You shall sail with old friends on fair waters,
With joy and delight at the helm.
You shall wander in cool, fragrant gardens
With those who have loved you the best,
And the hopes that were lost in life's journey
You shall find in the City of Rest.

The Reaper has not gathered many during the past year, but we place these honored names upon the records of the Association and cherish their memories in our hearts—their tasks accomplished and their long day done:

George W. Prescott, *Patriot,* of Quincy, Mass.
Will E. Bolton, *Stockman,* Woodward, Okla.
Wm. E. Buys, *Wasatch Wave,* Heber City, Utah.
Eliza W. Bowman, Member of Illinois Press Association.
I. A. Thomas, *Times,* Franklin, North Carolina.
Scipio Craig, Redlands, Calif.

Signed,
J. E. Junkin,
D. R. St. Clair,
Jasper Collins.
Jacob Pfpperman,
H. B. Hale.

Wm. E. Buys, who was a delegate from Utah to the meeting of the N. E. A. held at Guthrie, Oklahoma, died at his home in Heber City, of heart failure, a short time before the holidays. Mr. Buys was a newspaper editor for more than fifteen years, during which time he endeared himself not only in the hearts of the people of his home town, but especially with the newspaper men who knew him and revere him. He was a faithful member of the Utah Press Association, which he loyally served as president. In his death the Utah press has lost a generous, whole-souled and capable fellow worker, and at the last meeting of the association a glowing tribute was paid to his memory.

Mr. Pierce of Massachusetts spoke relative to Mr. Prescott. He said that he was well known to many of the members and that he had been a regular attendant at most of the conventions for the past twenty-five years. Mr. Pierce was of the opinion that he was one of the original members who met at New Orleans twenty-five years ago. The one trip of the year that he always planned to make was to attend the Convention of the National Editorial Association which he greatly enjoyed. He died during the past year after a long illness, and since then his esteemed wife had passed away. He was engaged in the newspaper business in Quincy, Mass., for a great many years, and he was a valued member of the National and other organizations. He hoped that a moment could be spared so that Past-President MacCabe could say a few words in regard to Mr. Prescott.

Past President McCabee stated that he trusted that we all appreciated the memory of a lost friend. Bro. Geo. W. Prescott was not only the friend of the New England newspaper men, but also of the National newspaper men. Tall and rugged, he typified the New England in every sense. He was as gentle as the Christ himself and absolutely without any guile; he was a man in every sense of the word, and a man for whom all heads could be bowed in profound sorrow. To meet him was indeed to meet one of God's noblemen, and when he was called away, it was felt that a serious loss had been made in the ranks.

Mr. Hodges, of Minn., spoke of Mr. Bolton, saying that there were moments in our lives when it devolved upon us to pay a tribute to some brother who had been called away. He said that it was his good fortune to have known Brother Bolton. He was a man of tender sympathy, and he had all the characteristics of a good fellow in the highest sense of the word. They say that kindness is the cheapest thing in the world but it goes the farthest. Will Bolton was a man of great kindness and high character, and was loved by all his acquaintances, the people of his state and the people of his town.

Mr. Herbert paid a tribute to Eliza W .Bowman, saying she was one of those noble women who devoted her life to doing good. She was connected with hospital work, with child refuge work and the Newsboys Association in Chicago. She came of a wealthy family, but devoted her life to that loving work that dignifies womanhood. Mr. Herbert read an article from the Printer-Journalist in reference to Mrs. Bowman.

Mr. Daniels spoke of Mr. J. A. Thomas, saying that he was the type of the old time party organ. A type of editor, who for personal character and devotion did very much to make the American press a power for good in the community. He said that he thought in the organization of the independent paper, that we were in danger of losing the power of conviction, the power of pushing a principle that we had in the old days. It has become fashionable these days to decry the party editor, or the editor of the organ, as if he were a man unworthy of the highest place in the profession. A party editor, like the man whom we stop a moment this morning to remember published what he believed, and he was the greatest power in his community for education, for schools, for progress, for development. He was at one time the President of his Association, and in all the years of his life he never permitted any selfish ambition to stand between him and the public service.

Mr. Baumgartner paid a tribute to Scipio Craig of the Redlands, Cal., *Citograph,* saying that on account of ill health for many years. Mr. Craig did not push his paper. He was a business man and an editor, and he devoted much of the proceeds of his business, which was orange growing to the paper. For many years after the organization of the Association, he was an active member, but, for perhaps ten or fifteen years, he has not attended the meetings.

Mr. Herbert also paid a warm tribute to Mr. Craig. He said that Mr. Craig was at all times working to build up the industry in the community and was very little concerned about the financial part of his paper. He was a good man, and was honored when he died, and recognized as a man who had served his State thoroughly and well. At his request, on his deathbed, the paper was discontinued after his death. He was at one time a Vice-President of the National Editorial Association.

Mr. Judson moved that the report of the Committee on Necrology be adopted as read, which was done by a rising vote.

Mr. Gillespie read the following report of the Committee on Resolutions:

REPORT OF RESOLUTION COMMITTEE.

Whereas, under the guidance of Captain J. F. Merry, the National Editorial Association visited the National Park at Vicksburg, which was established through his untiring and patriotic efforts, be it

Resolved, That the work of Captain Rigsby, Chairman of the National Park Commission at Vicksburg, receive the hearty endorsement of the Association in making this park, through the aid of the Federal Government, and the various States, a notable battle picture and monument to the united spirit of the country.

Resolved, Further, that the efforts of Captain Rigsby and the National Commission to provide a monument for the Confederate Naval veterans of the Mississippi River and its tributaries to go with one already provided for the Union veterans, be commended as an expression of the spirit of the broad patriotism of the country.

With especial pleasure do we return thanks to the good citizens of Vicksburg, Natchez and Baton Rouge for their generous hospitality which shall linger as bright pictures in

the Silver Anniversary meeting of the National Editorial Association.

Resolved, Further, that the hearty thanks of the Association be tendered the Progressive Union, of New Orleans, the Management of the French Opera House, Mr. Lawrence Fabacher, of the Jackson Brewing Co., for his splendid entertainment, to Capt. John Streckfus, of the Steamer J. S., for a trip on the river, to the Management of the Orpheum Theatre, to the Management of the Aviation Meet, to the proprietors of the Hotel Grunewald, to Governor Sanders and Mayor Behrman for their personal attendance and hearty welcome, to Mr. Philip Werlein, President, and M. B. Trezevant of the Progressive Union, as well as to all the good citizens of New Orleans, who have done so much to make our stay in the Crescent City pleasant and memorable at the 25th milestone in the history of the Association.

Especial thanks are also tendered the local newspapers of New Orleans for their kindness and interest in the deliberations of the convention.

Resolved, Further, that we appreciate the many courtesies shown us by Messrs. S. G. Hatch, G. P. Agt.; A. H. Hanson, P. T. M.; J. F. Merry, Com'r. Immigration, and F. M. Dow, Supt. Dining Car Service, of the I. C. R. R. Co.

Resolved, Further, that a vote of sincere thanks be given to the Officers of the Association who so faithfully served us during the past year.

Resolved, That we affirm once more our unqualified opposition to the present plan of the Federal Postoffice Department in letting a contract to a private concern for the exclusive printing of stamped envelopes. We protest against this species of paternalism and against this plan of taking from the newspaper publishers business which legitimately belongs to them, and we hereby request of our Senators and Representatives in Congress that they support the measure now before both houses of the National Legislature that prohibits the P. O. Department from making any new contract for printing personal return cards on envelopes. We hereby instruct the Secretary of this Association to send a copy of this Resolution, signed by the President and Secretary, to each member of the Post Office Committee in Congress.

J. L. Gillespie, Clinic Res. Com. of Miss.
I. L. Gillespie, Mississippi.
B. B. Herbert, Illinois.
I. M. Marshall, Massachusetts.
F. O. Edgecombe, Nebraska.
W. J. Kline, New York.
Joe Mitchell Chapple, Massachusetts.
Committee on Resolutions.

Mr. Baumgartner moved that the report be adopted as read. Motion carried.

Meeting adjourned until 1:30 p. m.

SATURDAY, FEBRUARY 12TH, 1910.

AFTERNOON SESSION.

Convention called to order by President Pomeroy at 1:30 P. M.

Mr. Castle of Illinois stated that he wished to make a report on behalf of Mr. Parrott. As Mr. Parrott was a very busy man and it was necessary for him to be at the boat this afternoon in order to identify people on the boat, etc., he had asked him to present the following bills:

July 23.	Express, Seattle	$ 0.99
August 27.	Letter File	.25
September 9.	2,000 Letterheads	10.50
October 14.	R. R. Fare and board, Chicago	24.10
Nov. 23.	Circular Letters	3.25
Nov. 23.	Postage	2.58
Nov. 23.	R. R. Fare and Board, Chicago	22.40
Nov. 29.	Letter Circulars	2.00
Dec. 4.	R. R. Fare and board, Chicago	32.00
Dec. 14.	1,500 6½ Envelopes and printing	3.75
Dec. 14.	500 Circular Letters	6.00
Dec. 17.	Letter File	.25
Dec. 18.	Postage on Circulars, 12-14	7.50
Nov. 25.	Telegrams, etc	2.48
Dec. 21.	200 Circular Letters	4.00
	Postage	2.00
Dec. 27.	1,000 Letterheads	4.00
Jan. 1.	Postage	1.80
Jan. 1.	125 Circular Letters	2.75
Jan. 1.	Letter File	.25
Jan. 1.	Telegrams, W. U., Dec.	3.10
Jan. 10.	250 Lists Delegates, Ex.-Com	5.75
Jan. 10.	Postage	7.99
Jan. 13.	Four Books, Receipts, two to pkg.	4.00
Jan. 14.	1,000 Wrappers for Booklets	3.25
Jan. 17.	65 Postal Cards and printing	1.75
Jan. 18.	300 Delegate Certificates	3.50
Jan. 25.	1,000 Booklets, Annual Meeting Supplement	50.00
Jan. 31.	Postage on Booklets and Letters	33.39.
Feb. 4.	R. R. Fare and Hotel, Chicago	35.00
		$280.58
Sept. 17.	By Cash, adv.	150.00
		$130.58
	R. R. Fare, Trip, Chicago to New Orleans	25.00
	Salary	400.00
	Incidental Bills, telephones, stenographer, telegrams	10.00
		$435.00

Motion made that a warrant be drawn on the Treasurer for the amount. Motion carried.

Mr. Bell moved that the next place of meeting be referred to the Executive Committee.

Mr. Baumgartner stated, in regard to this matter, that he had been working for the past six months on a trip to Honolulu for the Convention of 1911. The Association was sure of invitations from three cities of the Pacific Coast, viz: Long Beach, Pasadena and Los Angeles. He suggested that sufficient time be given in order to get out a circular letter with a return vote on it so as to see what the concensus of opinion was, which would be of material assistance in deciding the matter.

Mr. Bell's motion carried.

Motion by Mr. Hammer that an appropriation of $100 be made for the purpose of purchasing a testimonial for the retiring President, and that a committee be appointed to purchase the same.

Motion carried.

Mr. Baumgartner announced the following committee selected to purchase the testimonial for the retiring President: Past-President B. B. Herbert, Vice-President A. D. Moffett, A. W. Glessner.

REPORT OF TREASURER.

Will A. Steel, Treasurer, submitted the following report: Amount in Treasury at close of Seattle Convention,

July 24, 1909		$2,023.75
Bills ordered paid at Seattle Convention		1,665.50
Balance in treasury		370.25
Money received on account of New Orleans Convention:		
From 172 Delegates	$1,075	
From 54 Persons accompanying Delegates	337.50	
		1,412.50
Making total amount in Treasury (inc. Loan)		$1,782.75

Bills for salaries, publishing, and incidental expenses have been submitted as follows:

W. F. Parrott, Corresponding Secretary, salary	$ 400.00
W. F. Parrott, Corresponding Secretary, postage, telegrams, printing, stenographer traveling expenses, etc.	375.45
President Pomeroy, for printing programs, letters and postage	65.14
R. H. Walker, Recording Secretary, salary and expenses	140.00
Will A. Steel, salary, printing, postage, stenographer	176.00
Credentials Committee, printing and typewriting	31.00
B. B. Herbert, for publishing Proceedings of New Orleans Meeting in National Printer-Journalist, printing 500 copies in book form, postage and mailing	500.00
For purchase of testimonial for A. N. Pomeroy, retiring President	100.00
Miss Grace E. McKinstry, painting portrait of Hon. B. B. Herbert, and expense connected therewith	450.00
	$2,237.59

Respectfully submitted,

February 12, 1910. Will A. Steel,
Treasurer.

COMMITTEE ON TREASURER'S REPORT.

The Committee on Treasurer's Books then read:

To the National Editorial Association, Hon. A. Nevin Pomeroy, President:

Your Committee, to whom was referred the Treasurer's books and accounts, beg leave to report that they have examined the same and find as follows:

Amount of money in Treasury at beginning of this meeting		$ 370.25
Money received from 172 Delegates		1,075.00
From 54 persons accompanying Delegates		337.50
Loan to be secured by Promisory note of N. E. A., endorsed by twenty members		500.00
		$2,282.75

Your Committee recommends and approves the payment of the following bills:

W. F. Parrott, Cor. Secy., Salary	$400.00	
W. F. Parrott, Cor. Secy., postage, telegrams, stenographer and traveling expenses, etc...	375.45	
Expense of printing programs, letters, postage, etc., by President Pomeroy	65.14	
R. H. Walker, Rec. Secy., salary and expenses.	140.00	
Will A. Steel, Treasurer, salary, printing, postage, stenographer	176.00	
Credentials Committee, printing and typewriting	31.00	
B. B. Herbert for publishing Proceedings of the New Orleans Meeting in the NATIONAL PRINTER-JOURNALIST, and printing 500 copies in book form, postage and mailing	500.00	
For purchase of testimonial for A. Nevin Pomeroy, retiring President	100.00	
Miss Grace McKinstry, painting portrait of B. B. Herbert, express, etc., on same	$450.00	
Total Expenses	$2,237.59	
Balance in Treasury, after Loan is negotiated.		$ 45.16

Respectfully submitted,
G. E. HOSMER,
I. E. DIEHL,
Committee.

Motion made and seconded that the report be adopted as read.

Motion carried.

Mr. Baumgartner moved that where any Executive Committee-man is not named at this meeting, former Committeeman held over. Motion carried.

Treasurer Steel reported for the Committee on Credentials, as follows:

REPORT OF COMMITTEE ON CREDENTIALS

OFFICERS—1909-1910.

President—A. Nevin Pomeroy, *Franklin Repository,* Chambersburg, Pa.

First Vice-President—J. P. Baumgartner,*Register,* Santa Ana, California.

Second Vice-President—R. E. Dowell, *Advocate,* Artesian, South Dakota.

Third Vice-President—A. D. Moffett,*Daily Record,* Elwood, Indiana.

Corresponding Secretary—Wm. F. Parrott.*Reporter,* Waterloo, Iowa.

Recording Secretary—R. H. Walker, *Democrat,* Athens, Ala.

Treasurer—Will A. Steel, *Cordovia Daily Alaskan,* Seattle, Wash.

Poet Laureate—W. E. Pabor,*Review,* Avon Park, Florida.

Flag Custodian—C. F. Lehmann, *Herald,* Hallettsville, Texas.

ADVISORY BOARD.

A. W. Glessner—*Gazette,* Galena, Illinois.
W. H. Mayes, *Bulletin,* Brownwood, Tex.
J. B. Castle—*Argus,* Sandwich, Illinois.

PAST PRESIDENTS.

First President—B. B. Herbert, *National Printer-Journalist,* Chicago, Illinois, Elected Feb. 19-21, 1885, at New Orleans, La.

Second President—C. H. Jones,*Lockwood Press.* New York, N. Y. Elected Feb. 23-25, 1886, at Cincinnati, Ohio.

Third President—Gov. A. B. White, Parkersburg, West Virginia. Elected Sept. 13-15, 1887, at Denver, Colo.

Fourth President—James R. Bettis, 215 S. Main Street, St. Louis, Mo. Elected Nov. 21-23, 1888, at San Antonia, Tex.

Fifth President—Chas. A. Lee, (Deceased) *Gazette and Chronicle,* Pawtucket, R. I. Elected Aug. 27-29, 1889, at Detroit, Mich.

Sixth President—E. W. Stephens, *Herald,* Columbia, Mo. Elected June 24-27, 1890, at Boston, Mass.

Seventh President—W. S. Cappeller, *News,* Mansfield, Ohio. Elected June 14-17, 1891, at St. Paul, Minn.

Eighth President—B. J. Price, *Star and Times,* Hudson, Wis. Elected May 24-26, 1892, at San Francisco, Cal.

Ninth President—Walter Williams, *Herald,* Columbia, Mo. Elected May 16-20,1893, at Chicago, Ill.

Tenth President—A. O. Bunnell, *Advertiser,* Danville, N. Y. Elected July 2-6, 1894, at Ashbury Park, N. Y.

Eleventh President—R. H. Thomas, (Deceased) *Farmers' Friend,* Mechanicsberg, Pa. Elected Jan. 22-26, at St. Augustine, Fla.

Twelfth President—Louis Holtman, *Jeffersonian,* Shelbyville, Ind. Elected February, 1897, at Galveston, Texas.

ThirteenthPresident—Joseph B. Maccabe, *Argus,* East Boston, Mass. Elected Sept. 5-9, 1898, at Denver ,Colo.

Fourteenth President—R. H. Henry, *Clarion Ledger,* Jackson, Miss. Elected July 5-9, 1899, at Portland, Oregon.

Fifteenth President—Matt Parrott (Deceased) *Reporter,* Waterloo, Iowa. Elected March 1-3, 1900, at New Orleans, La.

Sixteenth President—F. B. Baillio, *Review,* Cleburne, Texas. Elected to Presidency upon death of Mr. Parrott.

Seventeenth President—Albert Tozier, *Pacific Farmer,* Portland, Oregon. Elected June 10-15, 1901, at Buffalo, N. Y.

Eighteenth President—Garry A. Willard, *Herald,* Boonville, N. Y. Elected April 15-18, 1902, at Hot Springs, Ark.

Nineteenth President—P. V. Collins,*Agriculturist,* Minneapolis, Minn. Elected July 7-10, 1903, at Omaha, Neb.

Twentieth President—W. W. Screws,*Advertiser,* Montgomery, Ala. Elected May 16-19,1904, at St. Louis, Mo.

Twenty-first President—John Dymond, *Sugar Planter,* New Orleans, La. Elected June 7-9, 1905, at Guthrie, Okla.

Twenty-second President—John E. Junkin, *Bulletin,* Sterling, Kan. Elected June 13-15, 1906, at Indianapolis, Ind.

Twenty-third President—H. B. Varner,*Dispatch,* Lexington, N. C. Elected June 10-14, 1907, at Norfolk, Va.

Twenty-fourth President—Will H. Mayes, *Bulletin,* Brownwood, Texas. Elected Aug. 17-22, 1908, at St. Paul Minn.

Twenty-fifth President (now officiating)—A. N. Pomeroy, *Franklin Repository,* Chamberburg, Pa. Elected July 19-24, 1909, at Seattle, Wash.

Honorary Life Members.

Mrs. Matt Parrott, Waterloo, Iowa.
Mr. James G. Gibbs, Norfolk, Ohio.
Mr. J. M. Page, Jersceyville, Ill.
Mr. R. M. White, Mexico, Mo.
Mr. H. C. Page, (Decd), Bayonne, N. J.
Mr. Frank R. Gibson, (Decd), Benton Harbor, Mich.
Mr. Wm. H. H. Judson, Bessemer, Ala.
Hon. Wm. A. Ashbrook, Johnstown, Ohio.
Mrs. J. Irving Steel, Mechanicsburg, Pa.
Mr. J. W. Cockrum, Oakland City, Ind.
Mr. Will A. Steel, Seattle, Seattle, Wash.

Attending the New Orleans Convention, February 10, 11 and 12,1910.

A star (*) preceding the name of delegate indicates that he is accompanied by his wife or other person.

Two stars (**) indicates two persons, etc.

Alabama Press Association—Rec. Sec'y, R. H. Walker, *Democrat,* Athens; **Past Pres., W. W. Screws, *Advertiser,* Montgomery. Hon. Life Member, Wm. H. H. Judson, *Weekly,* Bessmer; Executive Committeeman, Jacob Pepperman,*Southern Odd Fellow,* Montgomery; F. L. McKenzie, *Tri-County Weekly,* Tallahasse; Emil Lesser, *Courier,* Birmingham; McLane Tilton, Jr., *Progress,* Pell City; F. W. Stanley, *Advocate,* Greenville; Wm. W. E. Yerby, *Watchman,* Greensboro; A. J. Powers, *Watchman,* Greensboro.

California Southern Press Association—First Vice-President and Ex-Com. J. P. Baumgartner, *Register,* Santa Ana; Mrs. J. P. Baumgartner, *Register,* Santa Ana.

Colorado Press Association—Geo. E. Hosmer, *Herald,* Fort Morgan; *J. M. Stuart,*Courier,* Alamosa; W. E. Edwards, *Courier,* Alamosa; Guy U. Hardy, *Record,* Canon City.

Florida Press Association—Poet Laureate, W. E. Pabor, *Review,* Avon Park.

Georgia Press Association—**Ex.-Com. Miss Kate F. Ollinger, *Geogian and News,* Atlanta.

Illinois Press Association—*Past Pres. B. B. Herbert, *National Printer-Journalist,* Chicago; *Ex.-Com. J. B. Castle, *Argus,* Sandwich; Horace Crihfield, *Argus,* Atlanta; L. B. Frazier, *News,* Aurora; *A. L. Maxwell, *News,* Lawrenceville; *J. C. Maxwell, *Argus,* Robinson; *C. J. Lumpkin, *Enquirer,* Carlinville; M. H. Spence, *Gazette,* Elmwood; Fred Spence, *Gazette,* Elmwood; E. E. Williamson, *Independent Press,* Griggsville, Lou Wessel, *Arkansas Traveler,* Chicago; Mrs. Frank Jenks, *Republican,* Henry; W. J. Gretencort, *Volkfreund,* Aurora.

Illinois Woman's Press Association—Ex.-Com. Caroline A. Huling, *The Bookseller,* Chicago.

Illinois Republican Association—Ex.-Com. W. L. Jones, *Journal,* Lebanon.

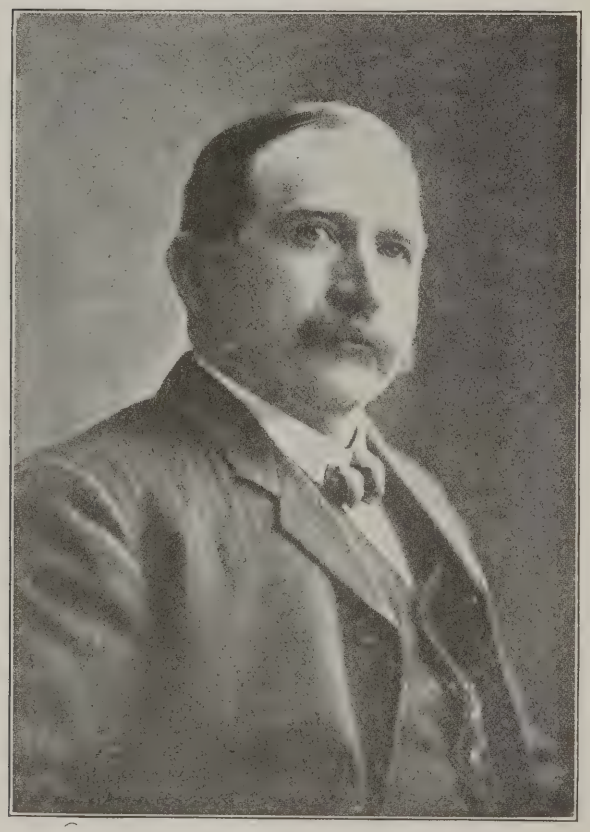
Inland Daily Association—***Ex.-Com. A. W. Glessner, *Gazette,* Galena, Ill.; *F. S. Greenleaf, *Journal* Savanah, Ill.; Orriville Elder, *Evening Journal,* Washington ,Iowa; *N. C. Pickard, *Gazette,* Green Bay, Wis.; **W. R. Barnes, *Gazette,* Galena, Ill.

Indiana Republican Editorial Association—Ex.-Com. J. A. Kautz, *Tribune,* Kokomo; Miss Hedwig Bott, *Journal,* Tell City; *Will H. Craig, *Ledger,* Noblesville.

Indiana Democratic Editorial Association— Ex.-Com. A. B. Crampton, *Citizen-Times* Delphi; W. R. Ensley, Pharos, Logansport; Mrs. Matthews, *Democrat,* Decatur; Miss Lucy M. Elliott, *Herald,* Greencastle; Mrs. A. D. Moffett, *Crescent,* Frankfort; Mrs. B. F. Louthian, *Pharos,* Logansport.

Indiana Northern Editorial Association—Third Vice-President, A. D. Moffett, *Daily Record,* Elwood; Ex-Com. Will E. Beeson, *Journal,* Winchester

Indiana Southern Press Associantion— *Ex-Com. W. W. Aikens, *Star,* Franklin.



Robert Emmett Dowdell, First Vice-President N. E. A.

Indiana Associated Weeklies—Ex-Com. H. F. Harris, *Record,* Pierceton.

Iowa State Editorial Association—*Cor. Secretary, Will F. Parrott,*Reporter,* Waterloo; Ex-Com. Edgar F. Medary, *Democrat,* Waukon; C. H. Earle, *Standard,* Waukon; *J. W. Miller, *Reporter,* Winterset; W. T. Gilmore, *Advertiser,* Tipton; G. L. Caswell, *Bulletin* Denison; ***W. S. Menamin, *Capitol,* Des Moines; Sherman Yates, *Advertiser,* Tipton; Orville Elder, *Journal* Washington.

Iowa Upper Des Moines Association—Ex.-Com. W. I. Branagan, *Democrat,* Emmetsburg; J. W. Hinchon, *Courier,* Algona; E. N. Bailey, *Tribune,* Britt.

Iowa Northeast Association—Ex.-Com. H. J. Green, *Public Opinion,* Decorah; N. L. Bailey, *Journal,* Decorah; T. W. Purcell, *Chronicle,* Hampton.

Kansas State Editorial Association—Past Pres. J. E. Junkin, *Bulletin,* Sterling; *Ex-Com. Sheridan Ploughe, *Independent,* Hutchinson; *M. C. Hemenway, *Dispatch,* Hope; *Mack P. Cretcher, *Pantograph,* Sedgwick; *H. E. Montgomery, *Union,* Junction City; *W. T. Beck, *Recorder,* Holton.

Kansas Southwest Association—Ex.-Com. W. M. Glenn, *Republican,* Tribune; *J. K. Cochran, *Republican,* Pratt; Mrs. J. E. Junkin, *Journal,* Sterling.

Kansas North Central Association—*Ex.-Com. J. Byron Cain, *News,* Belle Plaine.

Kentucky Press Association—Ex.-Com. R. R. Perry, *Sun-Sentinel,* Winchester; Miss Goldie Perry, *Sun-Sentinel,* Winchester.

Louisiana Press Association—Past Pres. John Dymond, *Planter,* New Orleans; Ex.-Com. Miss Florence Dymond, *Planter,* New Orleans; L. E. Bentley, *Chief,* Donaldsonville; W. D. Robinson, *Daily Picayune,* New Orleans; Wm. F. Roy, *St. Bernard Voice,* Arabi P. O.; J. W. Smith, *News-Star* Monroe; James M. Thomson, *Item,* New Orleans; Mrs. Lottie Aite Weir, *Daily States,* New Orleans; Conrad J. Lecoq, *Pointe Coupee Banner,* New Roads; Chas. E. Schwing, *Iberville South Plaquemine*

Massachusetts Press Association—Ex.-Com. Joe M. Chapple, *National Magazine,* Boston; Mrs. J. M. Chapple, *National Magazine,* Boston.

Michigan Press Association—Ex.-Com. L. A. Sherman, *Daily Times,* Port Huron; Wm. P. Nisbett, *Herald,* Big Rapids.

Minnesota Press Association—Past Pres. P. V. Collins, *Northwestern Agriculturist,* Minneapolis; Ex.-Com. J. P. Hurley, *Tribune,* Albert Lea; John E. Casey, *Independent,* Jordan; E. M. Richter, *Free Press,* Mankato; Frank W. Hunt, *Free Press,* Mankato; Robert Lamm, *Free Press,* Mankato; William Fraser, *Star,* Stewardville.

Minnesota Home Print Association—Ex.-Com. W. R. Hodges, *Herald,* Sleepy Eye; Mrs. E. M. Richter, *Free Press,* Mankato; John W. Luger, *Imp. Bulletin,* Minneapolis.

Mississippi Press Association—Past Pres. R. H. Henry, *Clarion Ledger,* Jackson; Ex.-Com. J. L. Gillespie, *Commonwealth,* Greenwood; Mrs. J. L. Gillespie, *Commonwealth,* Greenwood; Miss Anna Bridger, *Commonwealth,* Greenwood; Miss Virginia Henry, *Clarion Ledger,* Jackson; Mrs. M. L. Turnage, *News Enterprise,* Belzoni; Miss Margaret Richardson, *Newspaper Union,* Vicksburg; F. P. Cashman, *Evening Post,* Vicksburg; Joe A. Richardson, *Tocsin,* Indianola; *J. K. Armstrong, *Journal,* Louisville; Dr. J. W. Lucas, *Official Physician,* Moorhead.

Missouri Press Association—*J. K. Pool, *Courier* Centralia; *E. L. Purcell, *Democrat-News,* Fredericktown; C. J. Henniger, *Tribune,* Wellston; J. S. Brenneman, *Capital,* Sedalia; Ovid Bell, *Gazette,* Fulton; C. M. Harrison, *Republican-Pilot,* Gallatin.

Missouri Northeast Press Association—Chester P. Starr, *Farmer and Breeder,* Columbia; T. A. Boulware, *Gazette,* Fulton.

Nebraska State Association—Ex.-Com. Frank O. Edgecombe, *Express,* Beatrice; Mrs. F. O. Edgecombe, *Signal,* Geneva; J. C. Seacrest, *State Journal,* Lincoln; W. G. Purcell, *Chief* Broken Bow; Mrs. J. C. Seacrest, *State Journal,* Lincoln.

New England Suburban Press Association— Ex.-Com. Ernest H. Pierce, *Journal,* Revere; *I. M. Marshall, *Cricket,* Manchester, Mass.; R. S. Barrows, *News,* Jamaica Plain, Mass.; A. E. Winship, *Journal of Education,* Boston; Chas. C. Doten, *Memorial,* Plymouth, Mass.; E. R. Noyes, *Pendulum,* East Greenwich, R. I.

New England Women's Press Association—Ida May Pierce, *Journal,* Revere, Mass.

New York State Press Association—*Ex.-Com. F. P. Hall, *Journal,* Jamestown; *Edw. L. Adams, *Independent,* Marathon;*G. S. Griswold, *Daily News,* Batavia; *W. J. Kline, *Recorder,* Amsterdam; *W. J. Pollard, *Courier-Journal,* Seneca Falls; *Elias Vair, *News,* Waterloo; E. A. Higgins, *Advertiser,* Elmira; *W. H. Greenhow, *Tribune-Times,* Hornell; W. B. Collins, *Leader,* Gloversville; *R. L. Forbes, *Paragraph,* New Rochelle; Will O. Greene, *Mail,* Fairport; G. C. Clark, *Record,* Perry; A. R. Scott, *Republican,* Geneseo; Miss Helen I. Parker, *Journal* Gouverneur; *Chas. C. Overton, *Brooklyn Journal,* Coney Island; John Clyde Oswald, *American Printer,* New York.

North Carolina Press Association—Past Pres. Henry B. Varner, *Dispatch,* Lexington; Ex.-Com. Mrs. Wm. C. Hammer, *Courier,* Ashboro; Wm. C. Hammer, *Courier,* Ashboro; Josephus, Danietls, *News and Observer,* Raleigh; D. L. St. Clair, *Express,* Sanford; Miss Julia Thorns, *Montgomerian,* Troy; Clarence H. Coe, *Progressive Farmer,* Raleigh; W. B. Harker, *The Scottish Chief,* Maxton; W. K. Jackson, *Progress,* Washington;

Ohio Buckeye Press Associatiion—Ex.-Com. J. H. Simms, *Tribune,* East Liverpool; Felix J. Koch, *Feature Writer,* Cincinnati; Miss Clara E. Amos, *Democrat,* Sidney.

Ohio Associated Dailies—Past-Pres. W. S. Cappeller, *News,* Mansfielld; Ex.-Com. H. D. Campbell, *Republican-Gazette,* Lima; J. O. Amos, Daily *News,* Sidney; I. N. Heminger, *Republican,* Findlay.

Oklahoma Press Association—Miss Maud Thomas, *Herald,* Beaver; Miss Erma Crabtree, *Herald,* Beaver.

Oregon State Press Association—Past Pres. Albert Tozier, *Pacific Farmer,* Portland.

Pennsylvania Editorial Association—**President A. Nevin Pomeroy, *Franklin Repository,* Chambersburg; W. L. Taylor, *Dispatch,* York; A. F. Young, *Grit,* Williamsport; *W. C. Dershuck, *Plain Speaker,* Hazelton, *Harry Slep, *Mirror,* Altoona; **Geo. R. Meek, *Watchman,* Bellefonte; W. M. Donaldson, *Independent,* Harrisburg; **W. R. Grubb, *Daily News,* Bangor; *Dietrick Lamada, *Grit,* Williamsport; J. W. Reinhart, *Plain Speaker,* Hazelton.

Rhode Island Press Club—E. A. Noyes, *Evening News,* Providence.

South Dakota State Press Association—*Second Vice-Pres. and Ex-Com. R. E. Dowell, *Advocate,* Artesian; Mrs. R. E. Dowell, *Advocate,* Artesian; B. H. Millard, *News,* Woonsocket; Mrs. B. H. Millard, *News,* Woonsocket; J. R. Eastwood, *Herald,* Watertown; L. J. Eastwood, *Herald,* Watertown; H. O. Houghton, *Union,* Sioux Falls; Jos. Kirby, *Journal,* Sioux Falls.

Texas Press Association—Past Pres. Will H. Mayes, *Bulletin,* Brownwood; Ex.-Com. Tom W. Perkins, *Courier-Gazette,* McKinney; Lee J. Rountree, *Commercial,* Georgetown; Mrs. L. J. Rountree, *Commercial,* Georgetown; N. P. Houx, *Record,* Mexia; J. H. Lowery, *Signal,* Honey Grove; Jasper Collins, *Watchman,* Carthage; Mrs. J. Collins, *Watchman,* Carthage; Will A. Bowen, *Journal,* Arlington;

William A. Steel. Treasurer

Utah Press Association—Ex.-Com. I. E. Diehl, *Record,* Mammoth; C. H. Diehl, *Record,* Mammoth.

Washington State Press Association—Treasurer and Ex.-Com. Will A. Steel, *Cordovia Daily* Alaskan, Seattle; Orno Strong, *West Coast Trade,* Tacoma; John A. Swett, *Islander,* Langley; N. W. Durham, *Spokesman-Review,* Spokane; Edythe Tozier Weatherred, *Western Tours,* Tacoma.

Wisconsin Press Association—Ex.-Com. J. H. Waggoner, *Leader,* Eau Claire; Adolf Candrien, *Abend Stern,* La Crosse; N. C. Pickard, *Gazette,* Green Bay.

Washington League of American Pen Women—Ex.-Com. Mattie Hamilton Flick, Oklahoma City, Okla; Mrs. Ellis Lewis Mumma, *Star-Independent,* Harrisburg, Pa.

Associations represented	45
Officers	9
Past Presidents present	9
Committeemen and delegates	191
Total voting strength of Conventions	209
Ladies in attendance	54
Total membership of Convention	263

The Committee on Credentials respectfully submit the above list of names as the official roster of membership of the Twenty-fifth Anniversary Convention.

(Signed)

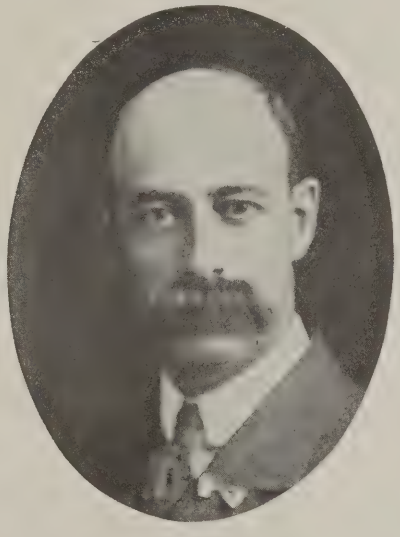
WILL A. STEEL,
Washington.
DIETRICK LAMADE,
Pennsylvania.
WILL H. MAYES,
Texas.
J. B. CASTLE,
Illinois.
WM. C. HAMMER,
North Carolina.

Motion made to adopt report of Committee on Credentials. Motion carried.

Mr. Gillespie, of Mississippi, offered the following resolutions:

Whereas, we endorse the action of Hon. J. M. Dickinson, Secretary of War, in giving preference to products of the American farms by ordering that supplies for the army be packed in cotton made bags, instead of jute bags, as jute is a foreign raised product, and cotton an American raised product, and we realize that the product of the American farmers should be used by citizens of the United States in preference to products raised by alien farmers, hence be it

Resolved, by the National Editorial Association, that we



Will A. Parrott, Corresponding Secretary

encourage the use of cotton wrapping twine in preference to jute wrapping twine and that we endeavor to advocate the more general use of products of the American farmers, and that a copy of this resolution be given the Press and the Associated Press

J. L. GILLESPIE, of Mississippi.

Motion made and seconded to adopt resolution.

Mr. Edgecomb made a point of order that the same was not germane to the proceedings of the session.

Mr. Ploughe made a motion that the matter be indefinitely postponed.

Mr. Henry advocated the passage of the resolution, and spoke against the motion to indefinitely postpone.

Mr. Gillespie spoke in favor of the resolution.

Motion to indefinitely postpone was lost.

Motion presented by Mr. Gillespie carried.

The election of officers for 1911 was then taken up. The following Executive Committee was elected:

EXECUTIVE COMITTEE 1910-1911.

Alabama Press Association—Jacob Pepperman, *Southern Odd Fellow,* Montgomery.

Arkansas—W. W. Folsom, *Gazette,* Hope.

California—F. W. Richardson, *Gazette,* Berkeley.

California, Southern—J. P. Baumgartner, *Register,* Santa Ana.

Colorado—G. E. Hosmer, *Herald,* Ft. Morgan.

Florida—C. L. Bittinger, *Star,* Ocala.
Georgia Press Association—Miss Kate Ollinger, Atlanta.
Illinois Press Association—J. B. Castle, *Argus,* Sandwich.
Illinois, Military Tract Association—Geo. W. Cyrus, *Journal,* Camp Point.
Illinois, Woman's Press—Caroline Huling, *The Bookseller,* Chicago.
Illinois, Republican Association—W. L. Jones, *Journal,* Lebanon.
Inland Daily Press Association—A. W. Glessner, *Gazette,* Galena.
Inidana Republican Editorial Association—W. A. Craig, *Ledger,* Noblesville.
Indiana, Democratic Editorial Association—A. D. Moffatt, *Record,* Elwood.
Indiana Southern Press Association—W. W. Aikens, *Star,* Franklin.
Indiana Northern Editorial Association—W. E. Beeson, *Journal,* Winchester.
Iowa State Editorial Association—E. F. Medary, *Democrat,* Waukon.
Iowa, Upper Des Moines Association—W. I. Branagan, *Democrat,* Emmetsburgh.
Iowa, Northeast Association—H. J. Green, *Public Opinion,* Decorah.
Iowa, Southern Association—C. M. Junkin, *Ledger,* Fairfield.
Kansas State Editorial Association—Sheridan Ploughe, *Independent,* Hutchinson.
Kansas, Southwest—J. K. Cochran, *Republican,* Pratt.
Kansas, North Central—W. L. Chambers, *Record,* Stockton.
Kentucky Press Association—R. R. Perry, *Sun-Sentinel,* Winchester.
Louisiana Press Association—Miss Florence Dymond, *Planter,* New Orleans.
Maine Press Association—C. W. Robbins, *Enterprise,* Old Town.
Maryland Republican Press Association—V. N. Simmons, *Morning Herald,* Hagerstown.
Maryland, Democratic—Fred G. Usilton, *News,* Chestertown.
Massachusetts—Joe M. Chapple, *National Magazine,* Boston.
Michigan Press Association—L. A. Sherman, *Daily Times,* Port Huron.
Minnesota, State Editorial—J. P. Hurley, *Tribune,* Albert Lea.
Minnesota Home Print Association—W. R. Hodges, *Herald,* Sleepy Eye.
Mississippi Press Association—J. L. Gillespie, *Commonwealth,* Greenwood.
Missouri State Press Association—Omar D. Gray, *Leader,*
Missrui Northeast Press Association—J. W. Jacks, Montgomery.
Missouri Northwest—Wes. L. Robertson, *Democrat,* Gallatin.
Missouri Southeast Press Association—B. F. Wood, *Tribune,* Laredo.
Montana Press Association—J. D. Metcalf, *Review,* Glendive.
Nebraska State Press Association—F. O. Edgecomb, *Express,* Beatrice.
New England Suburban Press Association—E. H. Pierce, *Journal,* Revere, Mass.
New Hampshire—R. W. Pillsbury, Manchester.
New York State Press Association—John P. Herrick, *Breeze,* Bolivar.
North Carolina Press Association—Mrs. W. C. Hammer, *Courier,* Ashboro.
Ohio Buckeye Press Association—J. H. Simms, *Tribune,* East Liverpool.
Ohio Associated Dailies—H. D. Campbell, *Republican-Gazette,* Lima.
Oklahoma Press Association—Miss Maude O. Thomas, *Herald,* Beaver.
Oregon—J P. Chambless, *Oregon Tradesman,* Portland.
Pennsylvania—Harry A. Thompson, *Times,* Tyrone.
Rhode Island Press Club—W. B. Frost, *Manufacturing Jeweler,* Providence.
South Dakota State Press Association—R. E. Dowdell, *Advocate,* Artesian.
Tennessee State Press Association—Mr. Lynch Perry, *Democrat,* Columbia.
Texas Press Association—D. E. Strieght, *Mirror,* McGregor.
Utah Press Association—I. E. Diehl, *Record,* Mammoth.
Virginia—Mrs. Stephen Putney, *Enterprise,* Wytheville.
Washington State Press Association—W. A. Steel, Nome *Daily News,* Seattle.
WeWst Virginia Editorial Association—M. G. Sperry, *Telegram,* Claksburg.
Wisconsin Press Association—Adolph Candrian, *Nordstern,* La Crosse.
Washington, D. C., League of American Pen Women—Mattie Hamilton Flick, Oklahoma City, Okla.

Mr. J. P. Baumgartner of California was nominated for President by Mr. W. H. Judson, seconded by Major W. W. Screws. On motion the secretary cast 205 votes for Mr. Baumgartner as President. The chair declared the unanimous election of Mr. Baumgartner as President.

Mr. R. E. Dowdell was nominated for First Vice-President by Mr. J. B. Castle, seconded by Mr. Pierce, and on motion the Secretary cast 205 votes for Mr. Dowdell as First Vice-President. The Chair declared the unanimous election of Mr. Dowdell as First Vice-President.

Mr. A. D. Moffett was nominated for Second President by Mr. W. H. Craig, seconded by Mr. Medary. On motion the Secretary cast 205 votes for Mr. Moffett as Second Vice-President. The Chair declared the unanimous election of Mr. Moffett as Second Vice-President.

Mr. J. Byron Cain was nominated for Third Vice-President by Mr. J. E. Junkin, seconded by Sheridan Ploughe. On motion the Secretary cast 205 votes for Mr. Cain as Third Vice-President.

Mr. W. F. Parrott was nominated for Corresponding Secretary by Mr. Mayes; seconded by Mr. Bell. On motion the secretary cast 205 votes for Mr. Parrott as Corresponding Secetary. The Chair declared the unanimous election of Mr. Parrott as Corresponding Secretary.

Mr. R. H. Walker was nominated for Recording Secretary by Mr. Castle, who moved that the President cast 205 votes votes for Mr. Walker for Secretary. The President cast 205 votes for Mr. Walker as Recording Secretary, and then declared the unanimous election of Mr. Walker as Recording Secretary.

Mr. Will A. Steel was nominated by Mr. Strong for Treasurer. Seconded by Mr. Varner. On motion the Secretary cast 205 votes for Mr. Steel as Treasuer. The Chair declared the unanimous election of Mr. Steel as Treasurer.

Senator R. E. Dowdell made the suggestion that all those who desired to become charter members of the new organization in advance of the coming meeting one year from now should sign their names on a blank, four of which he had prepared, headed, "Application for Membership in the Incorporated National Editorial Association," and pay a fee of $2.00. He suggested that the four blanks be placed in the hands of three men to be appointed by the Chair.

Mr. Dowdell moved that he plan be adopted. Motion carried. The President appointed J. E. Junkin, C. J. Lumkin and W. C. Dershuck.

Mr. Hosmer submitted the report on Treasurer's books. Motion made to adopt report as read. Motion carried.

Mr. Pomeroy stated that, in retiring from the Chair, and in taking leave of the position that he had held for the last six months, he wished to thank one and all for the uniform courtesy and kindness extended him. It had required considerable work in getting up the program, and every one to whom he had written lent a hand and helped along. He thanked them again for their kindness and courtesy, and goodwill extended him. It had required considerable work in getting up the program, and every one to whom he had written lent a hand and helped along He thanked them again for their kindness and courtesy, and, in retiring, he said, it gave hime great pleasure to present the next President, Mr J. P. Baumgartner of California.

Mr. Baumgartner spoke as follows:

Mr. President, Ladies and Gentlemen, it is only another example of your courtesy and kindness that I have been asked to stand up and tell you that I thank you for the honor conferred upon me. I am very sure that none of you wish to listen to a speech from me, even if I could make one, but it is well known to all of you that this is a very proud and happy moment for me I esteem it a great honor to be elected President of this Association and also a great responsibility. I hope to proceed only through your very kind co-operation and help. I thank you again.

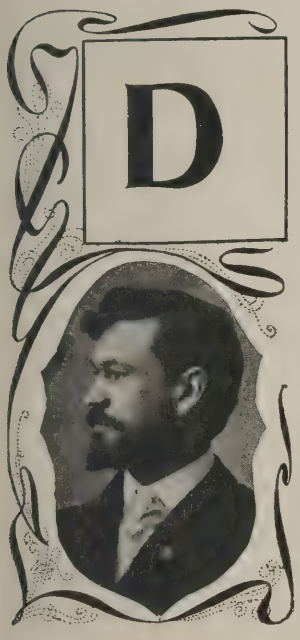
Mr. Baumgartner stated that he was impressed with the necessity of taking care of the deficit, and requested all those who intended to become charter members of the Association to at once sign the membership roll and pay the $2.00 fee, so that by the time those who were going to make the trip to Panama returned, the deficit would be wiped out, and he suggested that they do so at once.

The Convention then adjourned *sine die* at 3 P. M.

A. Nevin Pomeroy, President.
R. H. Walker, Recording Secretary.

NEWSPAPER CRITICISMS

Address all communiactions to O. Byron Copper, De Soto, Wis.



DO subscription voting contests pay? That is a question over which many a publisher has pondered long and earnestly, a question which I am frequently asked and one which I must answer somewhat paradoxically—yes and no. In thus replying I do not mean to imply that the success of a contest must hinge on contingenies (which, however, is just as true with contests as with any other business venture) but rather upon the pre-arranged plans. In other words, I have found by a rather varied experience that there are certain features which determine whether or not the project can be said to really pay the publisher, both as an advertisement and as a business investment; and chief among these is whether the publisher conducts the entire thing upon his own account, or whether he enters into a contract with some one of the many concerns that are now making a business of conducting voting contests As an advertisement I believe that contests have always paid those publishers who have put them on, and where a company has been interested, I dare say losses on their part have been few. Except perhaps in rare cases, the company gets the financial profit while the publisher pays a high price for all the advertising he derives. For instance, the commission charged by the various contest concerns range, so far as I know, from 35 per cent to 60 per cent—generally about 50 per cent. On the first mentioned basis there is some chance for the publisher to win, provided the contracted time of the contest be limited; but on the second percentages it is barely possible for the publisher to come out more than clear of the amount invested. Three months is the usual length of time allowed by the companies for a contest to run, altho they wisely reserve the right to announce the date of closing; because, as a business proposition, they cannot afford to have the contest closed until the cash receipts therefrom have been such as to insure them the desired profit, or to at least insure them against loss on the cost of the prizes supplied. As a result, to my own personal knowledge, contests are often prolonged over several of the most profitable subscription months of the year, much to the detriment of the pocket-book of the editor who has contracted to hand over fifty cents of every dollar he is taking on subscription account. It is true that during these voting contests many new subscribers are secured; but, my experience has shown that, in the case of fairly well established papers especially, a very insignificant per cent of these remain with the paper permanently, in spite of the companies' assurances that statistics show that fully two-thirds of such subscribers renew when their first payment expires These new subscribers are frequently names supplied by contestants and their friends who put up a dollar or two merely to help their favorite girl win the prize piano, or whatever is being offered, but who have not, and perhaps never will have, any special interest in the paper itself. To expect their future renewal of subscription is nonsense. Another evil outcome of the company contest is that many of the minor prizes offered are sadly misrepresented in the advertising matter furnished by the company but run over the publisher's name. The contestants and the public at large, you know, in order that they may have the utmost confidence in the contest, must be kept in blissful ignorance of the fact that there is anyone else back of the venture than the publisher himself, and to maintain that impression the publisher must act a humbugging role that cannot be other than extremely distasteful to a man of honorable makeup. At first it may seem comparatively easy and harmless, but before the arrival of the contest's closing hour, the editor will find himself girt about with a hundred pertinent questions, in answering which, unless he be a vertiable expert adroit in evasion and dexterous prevarication, he will become hemmed in with a network of—not little white lies—but little black ones—worse than any perjured witness under the cross fire of a skilled lawyer. Many of the minor prizes, I said, are often, if not always, sadly misrepresented in the advertisements published over the signature of the publisher. For instance, the customary so-called $3.50 prize fountain pens do not cost over 75 cents to $2.00 in dozen lots from wholesalers; so-called $10 Ormula gold jewel boxes could be retailed at from $1.00 up to $2.00 at a reasonable net profit; so-called $25.00 sets of Rogers' silverware can be bought at wholesale from $1.75 to $3.40 each. And so on the prizes run. I will not expose the wholesale price of $400 pianos, as that was given to me in confidence by a dealer. But almost any publisher can buy such an instrument from his local music dealer for contest purposes at a price that will save him from $300 to $1,000, according to the success of the contest. Of course, I realize that the main reason why so many publishers sign up with contest companies instead of conducting their contests on their own hooks is because they lack the plan or scheme along which the contest can be conducted most profitably,

but it seems to me that any man who has brains enough to successfully run a newspaper ought to be smart enough to devise a scheme for running a successful voting contest. Mr. F. J. Perrin, now publisher of the Walworth, Wisconsin, Times, and myself, while associated together in the newspaper business some years ago operated several voting subscription contests exclusively at our own expense and on our own resources, beginning without previous experience or instruction, first sending a lady to the St. Louis exposition, and later giving away several sewing machines together with minor prizes; and later still we have both put on company piano contests. The general plan followed has always been about the same, whether acting under the advice of a company or on our own judgment. Briefly, the scheme is this: First, get your contestants named; you can nominate these yourself, or have your readers do it for you, by offering some little prize to the one who happens to nominate the winner. Give a certain number of votes for cash subscriptions, making only a slight difference in favor of new subscribers, for, if too great a difference is made, old subscribers, will renew in the names of other members of their families in order to secure the extra votes. Minor prizes may be given away from time to time during the contest to all contestants who bring in a stated amount of cash on subscription within a given time, or to the girl who succeeds in getting the greatest number of new subscriptions, or mixed subscriptions and renewals, or any other way that may be suggested. Of course, after the contest is gotten well under way, the vote should be published each week in the paper, and a bulletin board at the door, the result thereon, corrected at stated intervals, has also proved an interesting feature. The closing of the contest is the most important feature; and herein must the publisher be most careful not to offend or show the slightest partiality among the contestants and their friends, for at this time everyone interested is worked up to a high tension. Usually, I believe, the regular announcement of the standing of the contestants is discontinued a week or two before the date set for closing the contest, and frequently extra votes are offered at this time for ten, twenty and thirty dollars turned in on subscription account. Or the offer may be varied to apply on only new subscriptions or only on old subscriptions, or both. If preferred, voting may be done during the closing season in a special ballot box placed in some reliable business place, preferably the local bank, into which the cash can be deposited along with the votes, without the knowledge of the editor or anyone else. To be sure early in the contest a board of judges, selected from among the responsible business men of the city, should be chosen and announced as those who will canvass the vote. This is the general plan, but it can be changed, enlarged upon or curtailed to suit the conditions, as, for instance, in some of our own contests alluded to above, we allowed votes on all cash jobbing orders as well as upon subscriptions.

It will be of interest to all those who read my introduction to this department in the February Journalist to learn that ere that article was in print a doctor, who had been carrying a professional card in my paper for several years past, ordered the same discontinued for no other reason than that during one issue it happened to run adjoining a patent medicine advertisement, which is an intimation that if a newspaper publisher is going to accept a twenty-dollar-a-year advertisement for a proprietary medicine, he must expect to sacrifice the little five-dollar-a-year patronage from the local doctor.

During the past three months I have gotten fearfully behind with my work in this department. Fact of the matter is, the patronage of this department of the National Printer-Journalist is growing to such an extent that I have begun to fear that I shall soon be compelled to give up my regular newspaper business, rent a private office and do nothing else but review papers. At my side there are stacks and stacks of papers, many of which have been here for months, yet every spare moment I have I am endeavoring to decrease the pile. But let no one despair; In time I will get caught up and give all attention. Here, for instance, is a package of little things that should have been acknowledged days ago: First, is three pretty "Christmassy" things from my dear old friend, J. Albert Hood, of Ashbury Park, New Jersey,—a "Menu for Christmas" is a novelty folder of antique stock of color I have no name for; neat title page of simplicity, with this little verse on the first inside page:

"Without the door let Sorrow, lie
And if for cold it hap to dye,
We'll bury it in Christmas pye,
And ever more be merry."

What the deuce "dye" and "pye" are spelled thus for, I wot not. Why not "lye" and "merrie" too? This is the menu:

"Merry Christmas"

Grace
Conscience, Clear
Kindness Good Cheer
Tender Memories
Charity
Served With Discretion
Peace Love Mirth
Long Life
Stuffed With Usefulness
Heart, Fond and True
Best Wishes for Absent Friends
Sweet Thoughts
Mizpah

Another pretty folder in white with "Christmas Greetings" in gold on the cover, together with a leaf of holly, and a neat folio insert of linen finished white bond on which is printed a beautiful preamble of some length and lots of beauty. Then for New Year came a check on "The Bank of Good Hope" in the amount of twenty-five thousand fondest hopes. Surely such reminders are cheering to a frater. Still another "little thing", fully appreciable, are the current copies of the Capper *Bulletin;* Another, too, is a blotter of exquisite stock and print, from the *News-Journal,* of Newcastle, Wyoming; and most beautiful is the folder of "greetings" from Winfred Arthur Woodis, Worcester, Massachusetts. It is simply faultless, in gold, red and green on white, antique deckle-edged stock. Lastly is "A Batch of Taffy" form the *Champion,* that "Newspaper of Today" published at Arcadia, Florida, being a neat oblong booklet made of quotations of what contemporaries have said about the *Champion's* late Special Fourth Anniversary Fire Edition, a copy of which is also at my side. Referring to these things, Brother R. B. Childs says:

Dear Mr. Copper:—How do you like this and our special, as coming from a country newspaper office? It isn't as good as it ought to be, but when you consider that all mechanical work was done in less than two weeks, besides keeping up with regular business without extra force in an office with three men in it, the reason appears.

Four years ago on Thanksgiving Day a $200,000 fire swept the city of Arcadia, the entire mercantile section, consisting of some forty-two business houses, was reduced to ashes. Among those who suffered thus were the publishers of The Champion. Almost immediately, however, as the next issue of The Champion predicted, a greater Arcadia began to rise out of the ruins, and, if I remember rightly, The Champion did not miss an issue. A new home for the paper was secured and equipped with type, presses and machinery of the latest modern style, far superior to that in use before the fire. And now this Fourth Special Anniversary Fire Edition of The Champion, issued on November 4th last, comes as a fitting memorial of that deplorable disaster. Its object is conspicuously to boost Arcadia and DeSoto county, and primarily to strike a comparison both by word and picture between the old city and the new. How admirably this memorial—and remarkable comparison—has been done, can be appreciated only by inspecting it. It is virtually a pamphlet, of thirty-six pages, on sized book stock and a light blue calendered cover, filled with handsome half-tones and interesting articles under such captious as "Arcadia Four Years Ago," "Arcadia's Financial Material Growth," etc. The edition is fairly well patronized by local advertisers, the display pages being well set and all well impressed.

PIPER CITY, ILL., Dec. 21, 1909.

O. Byron Copper, DeSoto, Wis.

Dear Sir: I am sending you a page of the Piper City Journal, containing an ad on which I would like to have your criticism. The ad of D. A. Kloethe was brought in late on press day and given to me to set. Never having much experience on page ads would like to have you reproduce same. I am anxious to know both the good and bad points about my work. Hoping to see your comments in an early issue of the Printer-Journalist, I beg to remain,

Yours truly.

WILLIAM C. EASTWOOD.

Generally speaking, there is little complaint to be found with this specimen of Brother Eastwood's (Exhibit No. 1.) It is pretty well designed and wholly

—SPECIAL—

Christmas Sale!

OF USEFUL XMAS PRESENTS FOR MEN AND BOYS

It is only a short time until Christmas. We want you to come in now and look over our large stock of

MEN'S CLOTHING, SHOES AND FURNISHINGS

There's nothing so good for Christmas gift as a nice suit, an overcoat, a hat or a pair of shoes. There are many other things for men in a store like this, but no surely do clothing, suits or overcoats and useful.

WE HAVE A PRACTICAL AND FINE DISPLAY

for the needs of men and boys excelling in quality, variety and elegance any previous display for the holidays.

READ THIS LIST OF SUGGESTIONS OVER THEN COME IN AND SEE THEM

SPECIAL LOW PRICES FOR THE HOLIDAYS, CALL AND SEE OUR STOCK NOW.

MEN'S SHOES. OUR TAILORING DEPARTMENT

D. A. KLOETHE, TELEPHONE NO. 127 PIPER CITY, ILLINOIS

No. 1

at. In my judgment the compositor's chief handicap s been in the style of type faces he was compelled to e.

Some of them are too grotesque and insufficiently clear to make good advertising. The upper portion of the ad is too broken, but the centering of all lines has been the means of preserving a perfect balance and securing a pleasing aspect.

GOWRIE. IOWA. Jan. 21, 1910.

Mr. Copper: Am sending ad for criticism set from a bunch of copy (you know the kind) and no "lay out", plan, or displays marked.

Very respectfully,

GEO. S. GUERNSEY.

Friend Guernsey's advertisement (Exhibit No. 2) is a highly creditable effort. I think, however, that the chief display line is considerably too loud; but

REMOVAL SALE

At the LEADER STORE Commencing Friday, Jan. 21 and Continuing until Saturday Night, January 29th

As we are soon ready to move into our new location we have decided in order to greatly reduce our stock before moving to give a rousing sale and we realize in order to make a success prices must be made low enough to attract all alike. Remember this is not merely a clearance sale of unseasonable merchandise but a genuine closing out sale as we want to start in our new store with an entire new stock if possible. We will have to sacrifice a great deal to do this but in less words than a book. Be sure and take advantage of this sale as it means $s saved for you. Space will only permit us to mention a few items out the rest will be in proportion. Come early as these prices apply to present stock only and when sold out will be replaced at

Bed Sheets 81 x 90 59c each

$1.80 Bed Spreads 99c each

Pillow Cases 42 x 36 25c a pair

One table full of package goods already wrapped 25c

Removal Price on Coats & Furs

Half Price

Half Price

About 20 Ladies' Skirts at Greatly Reduced Prices.

RIBBONS 10c per YARD Special Friday and Saturday

Our Entire Stock of Calicoes at 4½ Cents a Yard, Twenty Yard Limit to a Customer

Removal Price on Dry Goods

Outing flannel 10c and 12½c quantities .7c
Flannelette 10c and 12½c quantities .7c
Kimkledowns for baby rompers .....
Ladies' sweaters .....
Several bolts of 50c dress goods .....
Several bolts of $1 dress goods .....
Ladies scarf fascinators 100 quality .....
Ladies scarf fascinators 60c quality .....
All wool blankets worth $3.50 to $4 .....
Ladies night gowns worth 100 to $1.25 .....
Ladies night gowns worth 60c .....
Ladies knit mittens worth 50c .....
Ladies knit mittens worth 15c .....
Large assortment of embroideries, a yard .....
Large assortment of laces a yard .....
Assortment of ribbons at, widths worth up to 35c a yard .....
Ladies' and Childrens' Underwear at Greatly Reduced Prices.

REMOVAL PRICES ON MEN'S WEAR

PINS, per paper .01
HOOKS AND EYES, 2 papers for .05

Removal Price on Groceries

Removal Prices on Jewelry and Notions

Beauty pins per card .....
Waist sets worth 75c .....
Men's watch fobs worth 400 to 450 .....
Ladies neck chains worth 6.00 .....
Ladies necklace with locket worth 1.25 .....
Ladies belts worth 50c and 60c .....
Ruchings neck lengths .....
Fancy collars worth 60c .....
Men's cuff buttons worth 35c to 1.00 .....
Dutch collar pins worth 50c to 75c .....
Back combs large assortment .....
Back and side combs large assortment .....
Rings worth from 50c to 1.50 .....

Fancy Lamps

Goods bought at this sale not subject to exchange. Our store will be closed all day Thursday, January 20, to arrange stock and mark down goods. Terms of sale are strictly cash. Remember we pay the highest price for produce

ANDERSON & LUNDQUIST General Merchants THE LEADER STORE GOWRIE, IOWA

No. 2

otherwise, as intimated, this is an extraordinary fine piece of composition. I point particularly to the neat, strong display, the skilled reservation of white, the tasty design and the masterful treatment throughout.

WIMBLETON, N. D., Jan. 16, 1910.

O. Bryon Copper, DeSoto, Wis.

Dear Sir: I am enclosing a sheet of advertising matter that appeared in the News of Jan. 14th, for your criticism. If you see fit you are at liberty to reproduce them in the National Printer-Journalist. The News is printed an a Chandler & Price Jobber, and ads were brought in at the very last moment.

In another letter addressed to "The National Printer-Journalist" I have enclosed a check for two dollars for that valuable "Printer's Bible."

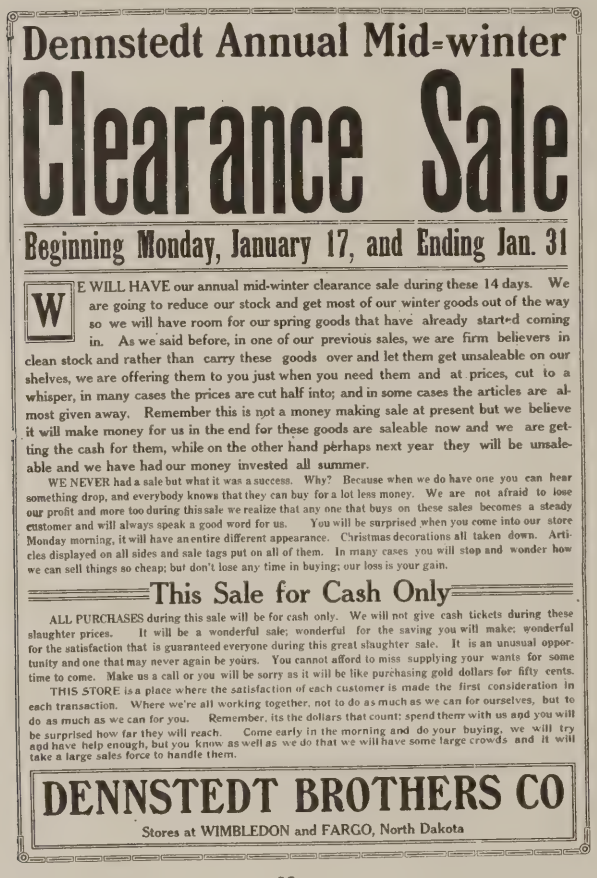
Thanking you for any suggestion that you may have to offer for improving the ads, I am,

Very truly yours,

J. O. CARTER.

These page advertisements which Brother Carter has sent me may be seen as exhibits 3 and 4. The first represents a very difficult specimen to handle in the average country office, especially where this style is in-

sisted upon. It is a style, too, which cannot be commended for advertising purposes inasmuch as long type lines are read with greater difficulty than shorter ones. Therefore it is always preferable to cut such advertisements up into columns or panels, in which scheme, too, smaller faces can be employed, thus greatly simplifying the work of composition. This advertisement furthermore, has the same fault as that cited in the advertisement reviewed in the preceding paragraph, namely, the chief display line is entirely too



Dennstedt Annual Mid-winter

Clearance Sale

Beginning Monday, January 17, and Ending Jan. 31

WE WILL HAVE our annual mid-winter clearance sale during these 14 days. We are going to reduce our stock and get most of our winter goods out of the way so we will have room for our spring goods that have already started coming in. As we said before, in one of our previous sales, we are firm believers in clean stock and rather than carry these goods over and let them get unsaleable on our shelves, we are offering them to you just when you need them and at prices, cut to a whisper, in many cases the prices are cut half into; and in some cases the articles are almost given away. Remember this is not a money making sale at present but we believe it will make money for us in the end for these goods are saleable now and we are getting the cash for them, while on the other hand perhaps next year they will be unsaleable and we have had our money invested all summer.

WE NEVER had a sale but what it was a success. Why? Because when we do have one you can hear something drop, and everybody knows that they can buy for a lot less money. We are not afraid to lose our profit and more too during this sale we realize that any one that buys on these sales becomes a steady customer and will always speak a good word for us. You will be surprised when you come into our store Monday morning, it will have an entire different appearance. Christmas decorations all taken down. Articles displayed on all sides and sale tags put on all of them. In many cases you will stop and wonder how we can sell things so cheap; but don't lose any time in buying; our loss is your gain.

This Sale for Cash Only

ALL PURCHASES during this sale will be for cash only. We will not give cash tickets during these slaughter prices. It will be a wonderful sale; wonderful for the saving you will make; wonderful for the satisfaction that is guaranteed everyone during this great slaughter sale. It is an unusual opportunity and one that may never again be yours. You cannot afford to miss supplying your wants for some time to come. Make us a call or you will be sorry as it will be like purchasing gold dollars for fifty cents.

THIS STORE is a place where the satisfaction of each customer is made the first consideration in each transaction. Where we're all working together, not to do as much as we can for ourselves, but to do as much as we can for you. Remember, its the dollars that count; spend them with us and you will be surprised how far they will reach. Come early in the morning and do your buying, we will try and have help enough, but you know as well as we do that we will have some large crowds and it will take a large sales force to handle them.

DENNSTEDT BROTHERS CO

Stores at WIMBLEDON and FARGO, North Dakota

No. 3

large. An ad compositor should never lose sight of the fact that he is setting an advertisement and not a poster. People do not usually read a newspaper from such distance that the type therein need be larger than 72 point. Forsooth faces larger than this are deciphered with some difficulty at close range. One has only to try this oneself to be convinced of its truthfulness. The design of this sample is quite neat, as is also the treatment in detail, although the change from Cheltenham to DeVinne necessitated in the body is deplorable. This is a natural outcome of the style followed. The second specimen is a better one than the first, but, in view of the preponderance of the Cheltenham Bold, used both in descriptive portions and display, the effect is somewhat monotonous, lacking in contrast of black and gray insured where a lighter face is available for the body.

I realize as well as you do that it is pretty hard to begin talking about Christmas editions—I might have put it off a few months longer and made it quite seasonable—but there's so many beauty editions before me awaiting review, that I am moved to immediate eloquence Take, for a starter, this Christmas special issued by that model sheet, the Pierce County Tribune, of Rugby, North Dakota, consisting of the regular quarto all-home-print edition, supplemented by a colored cover replete with Christmas advertising matter. The Tribune is an excellent paper, bordering upon the ideal in its typography and mechanical makeup, and fully ideal as to impression. Along some few days prior to last Christmas, it is noteworthy, that this excellent sheet closed a highly successful voting subscrip-

Read These Bargains

Ladies Coats

Blankets

Remnants

Ladies Skirts

Dress Ginghams & Wool Goods

About 3000 yards to be sold at 1/3 off

1000 yards we will sell at 1/2 off

Look these over early for they won't last long at this price.

Ladies' Handkerchiefs

Men's Shirts and Underwear

SHOES

We carry the largest shoe stock in town and the best lines. FLORSHEIM for Men, UTZ & DUNN for women, BUSTER BROWN for Boys and Girls. Our spring line of Buster Brown shoes are just in and we will give you a 10 per cent discount on this line. On odds and ends you will find good shoes for 1-2 and 1-3 off.

Groceries Specials

Extra Specials

Ladies Suits

Ladies Underwear

HALF PRICE

SUITINGS

SILKS

One-Fourth Off

Men's Overcoat

CAPS

One-Third Off

German Socks

Domestic Dept

Study this poster carefully so you will be familiar with the prices when you come in to buy.

Come Early Monday and Get First Pick

DENNSTEDT BROTHERS CO

Stores at WIMBLEDON and FARGO, North Dakota

No. 4

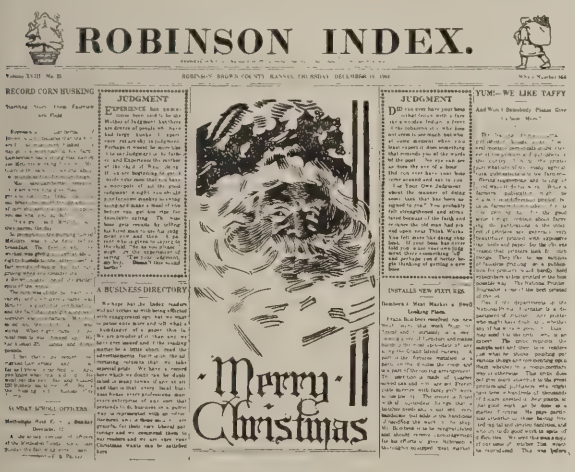
tion contest managed throughout exclusively by the publisher W. J. Anderson himself, and he has a right to point with pride to the unqualified success of that project.

Another of my good friends who issued in gala attire in honor of the festive Christmas occasion is The Glidden, Iowa, Graphic, which was also merely the regular edition clothed in syndicate lithographed cover, and replete with holiday reading matter and advertising. It made a very pleasing, prosperous-looking paper.

L. E. Brown, proprietor of The Independent Herald, of Bertrand, Nebr., also deserves my heartiest congratulations for his excellent sixteen page all-home-printed holiday number, covered with regular news stock with a title page printed in plain black, but attractively gotten up Santa Claus head cuts bordering the whole thing and a central half-tone cut representing the shepherds gazing at the star of Bethlehem. The typography is all very creditable, as are all the contents of this edition, and the pages are liberally supplied with advertisements.

Another old time friend of mine to issue a special Christmas edition is The Wynnewood, Oklahoma, New Era. This special consisted of ten pages and attractive syndicate cover. Much special holiday advertising was in evidence in this number, together with extra straight articles, but regretably, while the spirit of enterprise is commendable, none of The New Era's mechanical work is high grade. The composition has an amateurish appearance, and the press-work not only looks rough, but also shows uneven ink distribution.

Exhibit No. 5 shows the upper half of the first page of the Christmas edition of the Robinson, Kansas, Index. The first page was printed in two colors. The large cut of Santa's head in the center of the page, and the two little Christmas decorators at either side of the title were red, balance black. I call especial attention to the general art and taste in the makeup of


ROBINSON INDEX.

Merry Christmas

No. 5

this sheet as excellent. An immense quantity of displayed advertising matter are handled for this edition, but there are no marks on any of it to show that it suffered at all in consequence of the rush. Contents are admirable—but I do wish Editor Leslie would cut off that nasty period at the end of that otherwise perfect head.

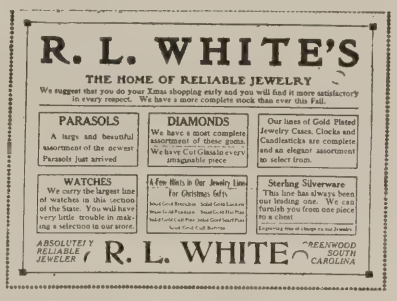
Greenwood, S. C., Dec. 21, 1909.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir: We are sending you under separate cover a copy of our annual Christmas number, the largest ever issued by a weekly paper in this state Would appreciate any criticism you may have to offer.

Yours very truly,
The Index Pub. Company,
Per. H. L. Watson.

If anyone doubts that the South is alive and hustling they ought to have a look at this second Index's special holiday number . Five quarto sections—forty six-column pages—inclosed in a beautiful colored cover of the same pretty design as that used by another paper reviewed above, (old St. Nick, with his pack on his back and his arms full of toys, bending over three sleeping children, while the mantle clock points the hour of 11:45 p. m., and the stockings hang limply from the mantle tree.) All three of the other pages of the cover are occupied by big page ads. The magnitude of this paper precludes an exhaustive criticism but I have given each section a little more than a passing glance, and generally speaking, I have been gratified to find everything very creditable. The typography is modern, the composition artistic and the impression clean and readable. But most of all have I been captivated by the beauty of language and fluency of the editorial work. The editorial headed, in a full page engraved line, "Our Holiday Greeting," is as well worded a thing as I have ever noticed in a country newspaper. It begins by quoting a verse from an ancient ballad—a ballad dating back to the good old days in "Merrie England"—the "Days of Robin Hood and good brown ale,"—and then Editor Watson proceeds with his effusion on how the Christmas time


R. L. WHITE'S

THE HOME OF RELIABLE JEWELRY

We suggest that you do your Xmas shopping early and you will find it more satisfactory in every respect. We have a more complete stock than ever this Fall.

PARASOLS
A large and beautiful assortment of the newest Parasols just arrived

DIAMONDS
We have a most complete assortment of these gems. We have Cut Glass in every imaginable piece

Our lines of Gold Plated Jewelry Cases, Clocks and Candlesticks are complete and an elegant assortment to select from.

WATCHES
We carry the largest line of watches in this section of the State. You will have very little trouble in making a selection in our store.

A few Hints in Our Jewelry Line for Christmas Gifts

Sterling Silverware
This line has always been our leading one. We can furnish you from one piece to a chest

ABSOLUTELY RELIABLE JEWELER R. L. WHITE GREENWOOD SOUTH CAROLINA

No. 6

should be kept. Two impressions I find it impossible to escape from as I inspect the pages of his extraordinary sheet, namely, that Greenwood, S. C., is a very lively, enterprising city, and, judging from the nature of the contents of the Index, that Brother Watson has a highly intelligent class of readers. Thus is the value of a good newspaper—the value of creditable, well supported special edition—brought forcibly home to us. Exhibit No. 6 is one of this paper's good half-page advertisements, in which the only feature which I consider objectionable is the useless rule just over the six panels.

The Hannibal, Mo., Daily Courier-Post also had a special Christmas edition on December 17, last, with a well illustrated front page, two ten-page sections, an abundance of special holiday advertising reading matter. It was all very creditable and commendable.

Eaton, Colorado, Dec. 23, 1909.

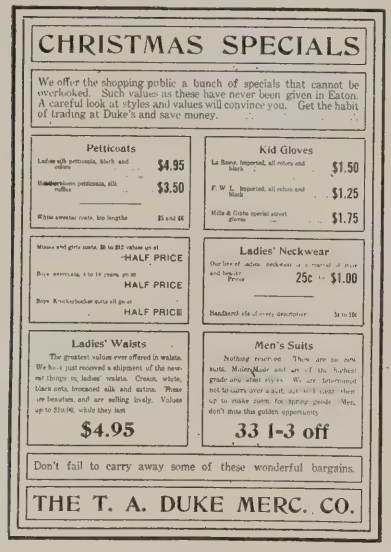
The National Printer-Journalist, Chicago, Ill.

Dear Sir:—We are sending, under separate cover copies of the last three issues of the Herald for criticism. The Herald is published in a town of 1500 in the best irrigated section of Colorado.

Yours truly,
The Eaton Herald.

Since one of the copies of this neat "big little" paper referred to in the above letter is from The Christmas edition, I am pleased to consider it along with all other contributions of that class. The Herald is about the daintiest little publication with which this department is acquainted. It is a four-column sheet, and varies in the number of its pages according to requirements. The holiday number comprised some four sections of eight pages each, the first section consisting of a Patterson colored cover, being a fac simile of that used by The Glidden Graphic reviewed in a previous paragraph. The contents of this number were charmingly appropriate and extensive. No other paper that comes to this department prides itself more on typographical taste and neatness, everything apparently being done with studied care as to the result. The

ad man on this sheet is an expert compositor, especially in his skill as a panel-builder, as illustrated in exhibit


CHRISTMAS SPECIALS
We offer the shopping public a bunch of specials that cannot be overlooked. Such values as these have never been given in Eaton. A careful look at styles and values will convince you. Get the habit of trading at Duke's and save money.
Petticoats
$4.95
$3.50
Kid Gloves
$1.50
$1.25
$1.75
HALF PRICE
HALF PRICE
HALF PRICE
Ladies' Neckwear
25c to $1.00
Ladies' Waists
$4.95
Men's Suits
33 1-3 off
Don't fail to carry away some of these wonderful bargains.
THE T. A. DUKE MERC. CO.

No. 7

No. 7. The double-pica space between the six central panels, with all other panels divided by a single pica is a defect, caused by the almost unavoidable necessity

No. 8

to escape the half-pica in the measurement of these six panels. One little "trick," which, if learned by this compositor, will improve his work, is the centering of

A STORE FILLED TO OVERFLOWING WITH
HOLIDAY GOODS
Dry Goods Department
Toy Land is Busy Now
Clothing & Furnishing Dept.
Ladies' & Men's Shoe Dept.
Cloak and Suit Department
Carpet & House Furnishing
The Condon Mercantile Company
Greeley's One Price Cash Store
Greeley, Colorado

No. 9

all short final lines that may occur in the matter set inside a panel. Exhibit No. 8 is one of the Herald's faultless half-page specimens, which show the striking effect of judicious illustration coupled with intelligent

The T. A. Duke Mercantile Company
CHRISTMAS
PRESENTS
The T. A. Duke Mercantile Company
Two important features of Christmas shopping are first, trade at Duke's, your money will go farther and buy more; second, do it now, shop early and not only avoid the tremendous rush, but you get a bigger variety to select from. Come in and look over our stock. We can please you.
TOYS! TOYS! TOYS!
TOYS! TOYS! TOYS!
THE T. A. DUKE MERCANTILE CO.

No. 10

composition, while No. 10 is an artistic double-page ad, for which I have no "beauty hints" to offer.

WHEATON, MINN., Dec. 18, 1909.

Mr. O. Bryon Copper, DeSoto, Wis.

Dear Sir: I am sending you today under separate cover a copy of the Wheaton Gazette-Reporter, which we issued this week as our Christmas number. Any criticism you may see fit to make will be much appreciated whether it be in favor or against the paper. Wheaton is one of the up-to-date and prosperous little towns in Minnesota, being the county seat of Traverse county, with a population of about 1400. We have a good bunch of merchants who patronize the columns of the Gazette-Reporter quite extensively as a means of reaching the people of Traverse county, and when we say that this paper is read in a good share of the homes of the county, there is some ground for belief that this paper is helping them to do a prosperous business, as most of them are.

This number of the paper was gotten right out on time notwithstanding the fact that there was a rush of work in other lines during the week. Some of the ads were set in a hurry and at a time when material to work with was limited, and we hope this explanation will help cover up some of the defects.

I solicited all of the ads and helped to write a number of them and had full charge of this special Christmas number, besides looking after the business end of the office and working in the mechanical department.

I have been Associate Editor and Manager of the Gazette-Reporter for the past two years and I am glad to state that the paper is in a prosperous condition.

I am a reader of the National Printer-Journalist and I am always glad to see it make its appearance. It contains many good things for the printer.

Wishing you a Merry Christmas and a happy and prosperous New Year, I beg to remain,

Yours very truly, J. W. MILES.
Manager Gazette-Reporter.

Fourteen big pages and Patterson lithographed cover constituted this special Christmas edition of The Gazette-Reporter, and in the main a very creditable effort it was. In point of contents this specimen is not so good as some of the fine specials, the review of which comprise this installment, because a great deal of plate matter has been used beside the patent pages. I can readily and wholly believe all that Brother Miles has said throughout the foregoing letter in praise of his home town and the "live bunch" of business men, for his flattering assertions are fully corrobated by many big, live advertisements in this special edition of The Gazette-Reporter. I am sorry, however, that my fastidious taste compels me to say that these advertisements have been treated throughout in a very commonplace way. I realize that I have thus pronounced judgment in the face of Brother Miles' courteous explanations offered above; but I'll leave it to such an artist as Winfred Arthur Woodis, of Worcester, if the time required to set an ad well is much greater than

that consumed in setting one in the common way. It's like everything else—all in knowing how. Like the proverbial editorial rejection slip, I feel impelled to say that all this does not necessarily imply that these ads in the specimen under review are without merit; they denote skill in designing and a pretty good idea of display; they are lacking only in artistic treatment in detail. The best ad is that of The Fair.

TROY, MO., Jan. 1, 1910.

O. Byron Copper, DeSoto, Wis.

Dear Sir: Under separate cover I am sending you a copy of the Christmas edition of the Troy *Free Press* for your perusal as well as criticism. The ads in same are the first lot of samples that I have sent in to this valuable department of the Journalist, but hope to favor you with other contributions later on. Every ad in the edition was set by the undersigned, while the press work was executed by our foreman, Mr. Geo. Townsend. Would be pleased to have you pass judgment on my work and reproduce ads you deem worthy, in the N. P. J. Thanking you in advance for any courteousy shown me, I am,

Respectfully,

SAVOY W. PEREAU.

The special annual Christmas edition of the Troy Free Press, with which the brother subscribed above has favored me is somewhat similar in size and form to that examined in the review immediately preceding, but it is much neater and more artistic in point of typography. A good weight of colored cover stock encloses this number, of which the title page is highly neat and tasty. The entire edition is home-printed,

H. HAVERKAMP
TROY, MISSOURI
The Reliable Jeweler,
Will have the largest stock of appropriate
XMAS GOODS
ever shown by any firm in Lincoln County
GOLD WATCHES
in solid and filled cases, open face and hunting case style, for men and women, boys and girls. Call and inspect them before the holiday rush.
JEWELRY
of every description in the latest styles and designs—Brooches, Bracelets, Barrettes, Chains, Fobs, Cuff Buttons, Society Emblems, etc
SILVERWARE
for the table, for the dressing case, for the toilet, —don't buy anything in this line until you have looked over the selection I can offer you
MY PRICES RIGHT
Don't be deceived by the promise that you can get lower prices from other dealers. My long experience enables me to buy just as cheap as any one can and my goods are always backed by a guarantee that they are just as represented.
REMEMBER THE PLACE
H. HAVERKAMP, - Troy, Mo.
Reliable Jewelry and Watches

No. 11

but before I enter into a congratulatory criticism of the mechanical features of this issue I must give Editor Henry F. Childers the compliment which his excellent English, and proper and particular punctuation thereof so richly deserve. Speaking with the hyperbolical license of a writer, I might say there are hundreds of half-tones in this fine number of The Press, and my acute sense of art has been highly satisfied by the tasteful way in which these have been arranged, grouped throughout the pages. There is quite as much art in placing a cut in a printed page as there is in setting a display, and I am pleased to note that the makers of this paper know well how to do both. Of course there is a lot of A. P. A. plate used in the pages of this special, but then, too, there is column after column of home set matter besides, and all of it is well chosen and well impressed. In his advertisement composition, Compositor Pereau sticks wisely and largely to simple lines, and as a result his work in the main is modest and pleasing. Exhibit No. 11 is the best example of his work in this special number. I shall be pleased, indeed to have the future contributions from him.

Last, but, as so frequently happens, not by any means among the Christmas specials reviewed this month is that gotten out by the Gallatin, Missouri, Democrat, which Secy. R. J. Ball, of the publishing firm of Robertson & Ball, introduces to me in the following courteous letter:

GALLATIN, MO., Dec. 20, 1909.

O. Byron Copper, DeSoto, Wis.

Dear Sir: Under separate cover we are sending you sample copy of the 1909 Christmas number of the Gallatin Democrat for criticism. 3500 copies of this issue were printed —making it "fairly creditable" in size at least, for a *country* print shop. Several of the ads were, of course, set by helpers and all of them in the hustle and bustle incident to the great amount of work necessary in putting out an edition of that size and kind and some of them do not therefore come up to the standard of excellence of our foreman and ad man, Mr. O'Bryant. However, we do not feel that the issue as a whole requires any apologies.

It is, by several pages, the largest edition ever put out by a country print shop in this part of the state, but as Gallatin is the best town of its size on the map and Daviess county the best county in the United States, both growing and enlarging, we did not want to lag behind—in fact, have always found there is plenty of room in the front for the newspaper determined to get there.

Your review and criticism of the issue is desired. We appreciate the fact that improvement can be made in most every line of newspaper work if a fellow is only willing to profit by and adopt some of the well-balanced criticisms of others.

Yours truy,

DEMOCRAT PUB. CO.,
R. J. BALL, Sec'y.

Since it is up to me to do it, in spite of the fact that my time and space grow limited, I wish to be through in telling about this gigantic special edition, and there-

No. 12

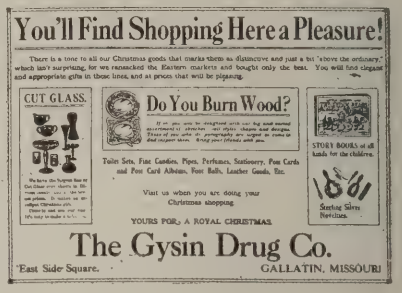
fore will begin by stating that it consists of only eight six-column quarto sections—forty-eight pages, if you please—enclosed within a gala day, highly illumined, syndicate cover. Thus, you see, it is an easy matter for me to convey a definite idea of the size of this fine effort, but a fitting description of the grand typography in this issue—the superlative editorial work—and the excellent pressing—is wholly a different one,

to say the least. A writer with many more adjectives in his vocabulary than I possess must feel his own weakness in attempting it. The easiest way to begin

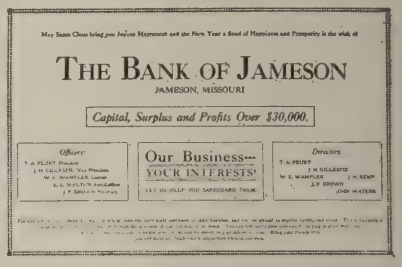
No. 13

The Ideal Christmas Gifts for the
Makes Them All Happy. Entire Family! A Pleasure All the Year.
Buy it Now!
Don't Delay!
We are Agent for the Leading Pianos in America.
Some Testimonials of Merit.
Make Your Wife Happy Also
PHONOGRAPHS.
Ada M. Royston,
Pattonsburg, Mo.
Gallatin, Mo.

No. 14

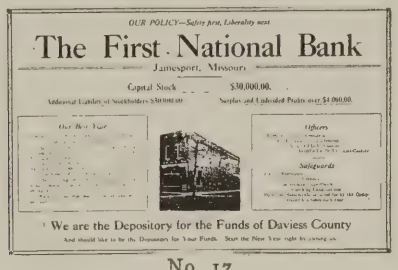

You'll Find Shopping Here a Pleasure!
CUT GLASS.
Do You Burn Wood?
STORY BOOKS at all kinds for the children.
Toilet Sets, Fine Candies, Pipes, Perfumes, Stationery, Post Cards and Post Card Albums, Foot Balls, Leather Goods, Etc.
Visit us when you are doing your Christmas shopping.
YOURS FOR A ROYAL CHRISTMAS.
The Gysin Drug Co.
East Side Square. GALLATIN, MISSOURI

No. 15



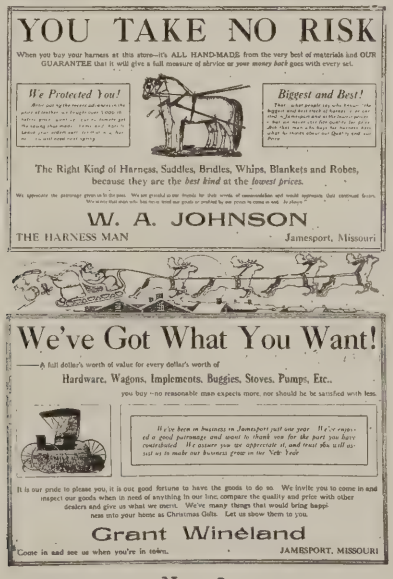
No. 16

is to show you several of the charming advertisements by means of reproductions (Exhibits 12, 13, 14 and


OUR POLICY—Safety first, Liberality next
The First National Bank
Jamesport, Missouri
Capital Stock $30,000.00.
We are the Depository for the Funds of Daviess County

No. 17

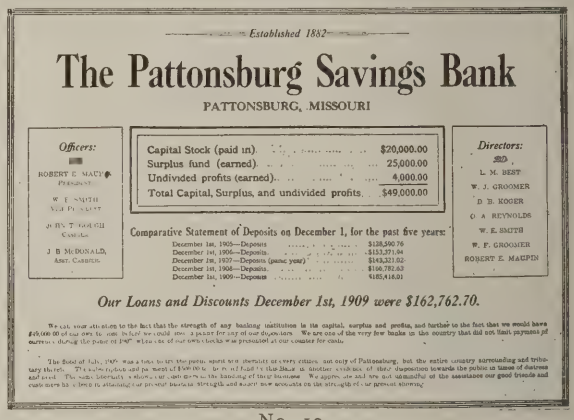
15), in which, after a careful study thereof, if you can find that whereat to complain, you will have accomplished more than I have been able to do in this neces-


YOU TAKE NO RISK
We Protected You!
Biggest and Best!
The Right Kind of Harness, Saddles, Bridles, Whips, Blankets and Robes,
W. A. JOHNSON
THE HARNESS MAN
Jamesport, Missouri
We've Got What You Want!
Hardware, Wagons, Implements, Buggies, Stoves, Pumps, Etc..
Grant Wineland
JAMESPORT, MISSOURI

No. 18

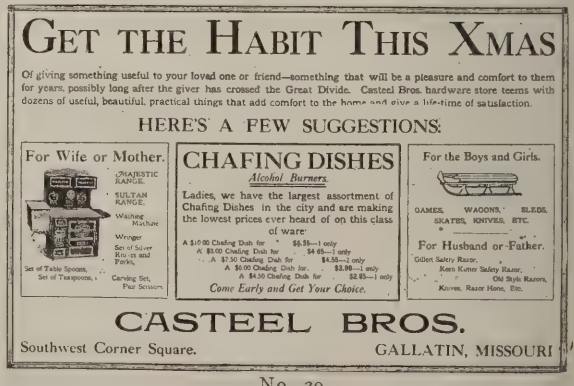
sarily rather hasty criticism. Generally speaking, these specimens have struck me as veritable models of the highest typographical art. As to contents—how can I be expected to do this feature justice when I

am willing to concede that it has all been done better by far than I dare boast that I could have done it myself? The unique department of "Letters to Santa Claus from The Democrat's Little Friends," which, if I mistake not, is an invariable annual feature of The Democrat's Christmas number, is again in evidence,


Established 1882
The Pattonsburg Savings Bank
PATTONSBURG, MISSOURI
Officers:
Capital Stock (paid in) $20,000.00
Surplus fund (earned) 25,000.00
Undivided profits (earned) 4,000.00
Total Capital, Surplus, and undivided profits $49,000.00
Directors:
Comparative Statement of Deposits on December 1, for the past five years:
December 1st, 1905—Deposits $138,590.76
December 1st, 1906—Deposits $153,271.04
December 1st, 1907—Deposits (panic year) $143,321.62
December 1st, 1908—Deposits $106,782.63
December 1st, 1909—Deposits $185,416.01
Our Loans and Discounts December 1st, 1909 were $162,762.70.

No. 19

occupying so many pages that really I lost count; Reminiscences of Pioneers, the regular news features and innumerable other things, replete with interest and appropriateness, take up the balance of this capacious edi-


GET THE HABIT THIS XMAS
Of giving something useful to your loved one or friend—something that will be a pleasure and comfort to them for years, possibly long after the giver has crossed the Great Divide. Casteel Bros. hardware store teems with dozens of useful, beautiful, practical things that add comfort to the home and give a life-time of satisfaction.
HERE'S A FEW SUGGESTIONS:
For Wife or Mother.
CHAFING DISHES
Alcohol Burners.
For the Boys and Girls.
For Husband or Father.
CASTEEL BROS.
Southwest Corner Square. GALLATIN, MISSOURI

No. 20

tion, than which none more praiseworthy have I ever scrutinized. Success to its successful makers—from the enterprising publishers down even to the "devil" himself. (Exhibits 16, 17, 18, 19, 20).

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

"THE EDUCATIVE POWER OF THE PRESS."

Advertising is educative. If not it is bad advertising. The press subsists on advertising. The printer-publisher is the man-behind-the-gun in advertising. Is it not strange, then, that the p.-p. takes so little of his own medicine. It's the old, old story. The cobbler with unmended shoes; the painter with the unpainted house.

Consequent to this neglect of opportunity, the fact is that very many publishers are not as prosperous as they might be. Many worthy and not unintelligent publishers of necessary newspapers are not financially strong. They might to great advantage study their field of operations, and begin an educative campaign with the object of demonstrating to the merchants and manufacturers the fact that good advertising pays for itself—just as a good salesman pays his own salary. You wouldn't employ one if he didn't.

Millions are expended monthly in this country for advertising. Why? Because for every million of expenditure there is a considerable part of a million of net profit by way of return. One man in a small town learns or is taught the business-compelling power of type talks. He begins. He grows. The town grows with him. The printers in the town grow with him. Is this not the history of scores of small cities in this country? True, the man had an idea, or skill, or an invention. But without advertising, his ideas could not have been coined into wealth. Many men just as capable, with ideas, skill and inventions have not learned the potency of advertising. And just here is the field the publishers neglect. Educate your community to the advertising point.

Begin, brother, with those who are advertising in your paper. Study first how to make their expenditures profitable to them. Boost them first, last and all the time. Make it your business to get all your readers to read all the advertisements in your paper. The advertisers are paying you. Earn your pay.

First, make the advertising good to look at. Set it so the man who pays for it will take pride in it, just as he prides himself on everything important in his business. Use the best types and use them intelligently, forcefully and attractively.

One of the great advertising writers has something worth while to say on this very point on page 149 of this issue of the National Printer-Journalist. What he says relates primarily to printing, but is just as applicable to advertising composition done intelligently.

This is an unusually good advertisement. It is educative. It is a model for a publisher. It will profit a printer-journalist to read it carefully many times. It touches the weak spot in many of the establishments of many of our esteemed publishers, to all of whom we wish more prosperity.

* *

TICKET PRINTING POSSIBLE TO ALL PRINTERS.

Ticket printing, such as transfers, railroad tickets, lunch tickets, etc., is by some considered a specialty. Nevertheless it is not so much of a specialty that most printers cannot do the work with the ordinary equipment in the matter of presses. To make this possible to the general run of printing houses a typographic numbering machine one inch in width has been devised which can be locked up with the type matter, and any number of the minute machines may be used together in a form. It is thus possible to print a great many tickets up at one impression, numbering each one separately. The one-inch machine is being introduced by the sterling firm, the Wetter Numbering Machine Co., Brooklyn, N. Y., and having a tremendous sale.

* *

THE DIAMOND COMBINATION LEVER AND POWER CUTTER.

This is the name given to a brand new "creation" by the Challenge Machinery Co., the well-known printing machinery manufacturers of Grand Haven, Michigan.

This machine, as its name implies, is arranged for either hand or power. Lever cutters are shipped out with holes drilled and tapped, ready for receiving the bolts which fasten on the power fixtures. These fixtures can be purchased and applied at any time.

With each power machine a lever is furnished. By simply changing one stud, the power machine can be instantly converted into a lever cutter.

The illustration reveals a radical improvement in design. Simplicity and solidity combined with symmetry and mechanical beauty. In addition to these points, it possesses many valuable and interesting exclusive features.

A center bed adjustment overcomes the natural tendency of a cutting machine of a heavy cut.

A steel tape scale placed on a level with the operator's eyes shows the exact position of the back gauge to sixteenths of an inch.

The quick-acting back gauge screw requires only one-fifth the usual number of turns.

The machine is operated by a worm-gear, the most powerful drive known. The gear runs in oil and is made of steel which makes it practically indestructible.

The clutch is of the friction type, positive and powerful. It drives the knife at the high speed of twenty-four cuts per minute, doing this without excessive strain or danger of breakage.

Equipped with automatic brake, "easily-squared," adjustable split back gauge, which interlocks with clamp, side gauges on both sides, both front and back of knife, visible, visible knife adjusting screws, gibs and set screws in frame to take up wear of knife-bar, quick-acting clamp screw and large clamp-wheel, half-inch cutting sticks and many other conveniences too numerous to mention.

Its attractive design and high finish added to superior construction make it indeed a machine of exceptional merit and one that will at once become popular with printers and bookbinders.

It is made in two sizes—30 and 32-inch. Full descriptive matter will be furnished upon application to the manufacturers, whose address appears above.

* *

FOUND IT ALL RIGHT.

There is some satisfaction in dealing with a firm that is not only the friend of the buyer while the sale is being made, but that remains so after the trade is made, and the money paid.

In March the Journal installed a Mergenthaler typesetting machine, buying it new and direct from the factory. It was at once put into operation producing type for the paper, and has met its requirements every week. At no time has any complaint been made to the factory, and there have been no troubles with the machine that were not remedied by a few minutes' work.

But in the face of all this, on Friday, W. E. Cosgrove, who erected the machine here, arrived in town, and spent a half day looking over the machine to see how it was going, finding only a few minor adjustments that needed to be made. The fact that the visit was made without a request and that the company paid his expenses shows the care these people take of their customers, and supports the enviable reputation of the Mergenthaler Linotype Company that its every promise is made good, and more too.—North Manchester, Ind., *Journal.*

* *

The Port Huron, Mich., Times-Herald Company signed a contract for the installation of a newspaper printing press that means a long stride toward giving Port Huron and Eastern Michigan a newspaper of Metropolitan quality. This contract made with the Duplex Printing Press Co., of Battle Creek, Mich., calls for the immediate installation of one of their single-plate rotary presses, together with complete stereotyping outfit, the press capable of printing either eight, ten, twelve, fourteen or sixteen-page papers at a speed of 25,000 per hour, all folded in book form, and ready for the newsboy. Owing to unusual good fortune, the *Times-Herald* Company was able to secure immediate delivery of this press and was ready for work about February 7th.

* *

Attention is called to the interesting advertising page presented in this issue of the National Printer-Journalist by the Keystone Type Foundry. The advertisement is worthy of special note by reason of the presentation of so large and varied a line of products in a manner at once attractive, clear and impressive, without any overcrowding of the matter, and at he same time securing an artistic appearance. Forty-two lines of manufactures are enumerated and yet each stands out clear and distinct. This is accomplished by the unique utilization of the border design, which, while light, neat and attractive, contains, in itself, more information than otherwise could be effectively crowded into half a dozen whole pages. The claim for variety of goods is shown at a glance.

* *

The Good Health Publishing Co., Battle Creek, Mich., one of the largest health food manufacturing concerns in the world, have recently installed in their printing department a large Automatic Clamp Brown & Carver cutting machine, made by Oswego Machine Works, Oswego, N. Y.

* *

In the last thirty days fifteen Unitype plants have been established in various parts of the United States. The widespread acknowledgment of the facts set forth in "THE MATTER WITH THE PRINTING BUSINESS" has now grown to such proportions that it can safely be predicted that the whole trade will shortly regard the subject of composition in an entirely new and a much more profitable light. Printers already begin to see the wastefulness of using their composing machinery indiscriminately upon everything that comes along, instead of ascertaining the *kind* of work that each machine does most profitably, and applying it to *to that work only.* An office suitably equipped with *various* machines, each of which is *particularly* adapted to its own part of work will come to be considered the ideal office.

* *

A neat folder in a peculiar shade of brown and black on smooth finish grey stock is being circulated by the Cleveland Folding Machine Company of Cleveland, Ohio. The company is a new one to the readers of the National Printer-Journalist, and perhaps to all the rest of Printerdom as well. The matter all runs the long way of the pages which are 9 x 4 inches in size. The manufactures claim that their machine is the only one on the market which makes a single fold, that it will fold one, two and three times, at a speed 50 per cent greater than any other folder, which, as the Norwegian would say, is "going some." The machine is sold on an unconditional guarantee of absolute satisfaction and is installed on thirty days' trial.

* *

R. Hoe & Co., of New York, issue a neat 12-page booklet describing their reconstructed printing presses. The terse, pointed arguments will no doubt invite the attention of possible buyers. The claim "we can give better value for the money than it is possible to obtain elsewhere," is not an idle one, for this firm is one of the oldest and largest in the world.

* *

The National Printer-Journalist has seldom been in receipt of more effective, attention-compelling literature than the mail has recently brought from the F. Wesel Manufacturing Company. The forceful circular, 4 pages, on the subject of benzine cans, is introduced with the declaration, "If you fire-insure for $5,000, the outlay of $1.20 or 85 cents will save you $5 a year." Another folder, "Something to Order now," is about the new Wesel Patent Central-Pressure High Steel Quoin and the points made "listen" good. It is doubtful whether many printers have long continued in business without experiencing a variety of troubles with quoins and the Wesel Company claims that the new quoin is the remedy and sure-cure for the evil—and a good many hundreds of printers have learned to have confidence in Dr. Wesel.

"What Do You Know About Twentieth-Century Methods of Proofing"? is the bold, uncompromising inquiry on the first page of a 24-page booklet, issued by the same house. Most printers will find that their ability to answer the question will be increased after having read the booklet and possibly something advantageous may be learned regarding labor and time-saving machinery.

* *

The editor of the National Printer-Journalist especially directs the attention of the reader to the advertisement of the Wetter Numbering Machine Company on page 163. This Company, formerly regular advertisers in the National Printer-Journalist, has a very wide acquaintance with printers and publishers throughout the world. Many readers will recall their advertisement of the "better Wetter" and hundreds of owners of Wetter machines have pondered over the significance of the word "better" in conjunction with "Wetter." This was years ago, and now many have learned to use the superlative degree of the adjective and transposing the words, say "Wetter-best." But read the advertisement and if you are not the fortunate possessor of a copy of the magazine referred to—send to the National Printer-Journalist office for the particulars.

* *

The Hamilton Manufacturing Company advertise a Job Press Cabinet in this month's National Printer-Journalist, page 158. This is only one of a large number of modern printing-office utilities made by the Hamilton Company. For years the managers of this progressive firm have studied the needs of printerdom and their service to the trade is beyond estimation. The advancements in the printing trade that have been made within the past fifteen or twenty years are attributable to a variety of causes, the most important of which is the service given by manufacturers of composing-room equipments. This practically reduces the analysis to a few type founders and the Hamilton Manufacturing Company.

* *

The Goss Printing Press Company are advertising a new Semi-Rotary Flat Bed Web Perfecting Press. A reference to their advertisement will be worth while.

THE EDITORS IN CANAL ZONE.

PANAMA, HOTEL TIVOLI, Feb. 21, 1910.

The editorial party arrived at Colon Friday morning, February 18th, and reached Panama by special train, arriving at 12 o'clock. All were well provided for at Hotel Tivoli. The ride here of fifty miles gave the party the first view of the great canal and the work being accomplished. On that same afternoon the party were taken by special train which has been at their disposal ever since they have been here, to Culebra, where Col. Goethals, who is in charge of work, gave a lecture on the Canal in his office, using models and relief maps. On Saturday morning at 6:30, the party went to Gaton, where the locks and lakes were visited and fully explained by Col. Goethals. On Saturday evening the men were entertained at Empire, twelve miles from Panama by the Order of Kangaroos, a distinctively Isthmas organization. Addresses were made by Chief Justice of Republic, several engineers in charge of work here, President Pomeroy, Chapple, Oswald, Strong, Perkins and others.

Sunday was spent in seeing Panama. On Sunday evening a meeting was called by President Pomeroy and held in the hotel. Enclosed resolutions were adopted, and addresses made by Dr. Josiah Strong of New York and Professor Bailey, of Cornell, who are visiting this country.

On Monday morning the party was taken to the celebrated Culebra Cut, where one hundred and twenty steam shovels and thousands of men are cutting down the big hill for the canal.

On Monday afternoon the party went to Balboa and were taken a ride down the canal and out on to the Pacific in a steamboat. Returning, the Association called at the Palace and were received by President Obaldia of the Republic. He made an address, telling of the future possibilities of Panama.

Tuesday was a go as you please day. On Tuesday afternoon the party returned to Colon by special train and sailed for home Wednesday and will reach New Orleans March 2nd.

RESOLUTIONS ADOPTED BY MEMBERS OF N. E. A., PANAMA CANAL ZONE, FEBRUARY 20, 1910.

The representatives of the National Editorial Association of the United States hereby express their deep and sincere appreciation of the favorable opportunities extended us by Colonel George W. Goethals and his associates on the Isthmian Canal Commission for seeing quickly and intelligently the work on the Panama Canal, thereby enabling us to obtain a proper appreciation of the great magnitude of the undertaking. We are grateful for the unfailing courtesy and seemingly unlimited patience shown by the gentlemen who have been both hosts and guides on this journey to the meeting-place of East and West.

We deem it a privilege to express our conviction that the work of constructing the Panama Canal has been entrusted to competent hands and our confidence that it will be completed in a manner creditable alike to the Nation and the men employed upon it. We congratulate Colonel Goethals and the Commission upon the progress already made, and assure them of our active sympathy and co-operation in any and every effort to complete the work successfully.

We feel that by this visit we have a better conception of America's relation to the nations of the earth; a broader and deeper understanding of her intrinsic greatness; a measurably larger pride in her ability to achieve, and a fuller and stronger love for and loyalty to our great country.

To the men of the Canal Zone—and this means all, from the Chairman of the Commission to the man in the ditch—we extend you cordial good wishes and bid you God-speed.

JOHN CLYDE OSWALD, Chairman. J. E. JUNKIN.
JOE MITCHELL CHAPPLE. J. S. AMES.
OVID BELL. *Committee.*

BRIEF NOTE FROM PRESIDENT POMEROY.

ANCON, CANAL ZONE, Feb. 21, 1910.

DEAR MR. HERBERT:—We have had the greatest trip in the existence of the Association, and all are loath to depart. On way down, we had very rough voyage and 80 per cent of the party experienced seasickness. Yours truly,

A. NEVIN POMEROY.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

GENERAL NEWS FOR EVENING PAPERS. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

$4988.22 CASH WAS THE 1909 RETURN

For owner's personal effort on an investment in growing southern daily newspaper property. Well equipped and the leader in the field. Account owner's other interests will be sold for $17,500.00; $8,750 cash, balance deferred to suit purchaser at prevailing rate of interest.

Proposition No. 581.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Two-Color Cuts and Copy

For a series of advertising that will boom your job department, something new every month, costs but $2 or $3 per month, owing to the service you choose, but it brings results. Don't despise the service because it is cheap. We make the price low because printers are not millionaires, but we go after effective results just the same. Write at once.

Business Builders

Frank H. Armstrong Adv. Co., Des Moines, Iowa.

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.05. Roman, Solid Old English, or French Script, $1.15. Shaded Old English, $1.55. Shaded Roman or French Script, $1.65.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

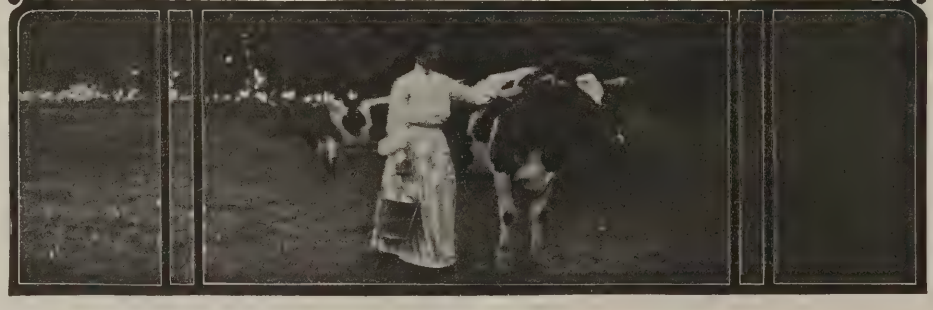
"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.



SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

DESIGNS *for Catalogue Covers, Book Covers, Advertising Designs, etc.*

PLATES for all purposes of illustration by **Three-Color Process, Multi-Color Process, Duograph** (two tones) for *Souvenir Post Cards, Hangers, Papeterie Boxes, Tablet and Pad Covers, etc.*

Send for Portfolio of Specimens No. 7

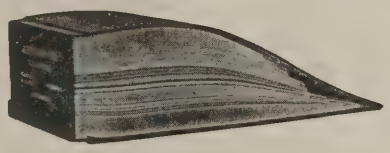
—— Established 1889 ——

GATCHEL & MANNING

Designers & Engravers

PHILADELPHIA

James White Paper Co.



TRADE MARK
Reg. U. S. Pat. Off.

210 Monroe Street, Chicago

Cover and Book Papers

Cutters That Cut

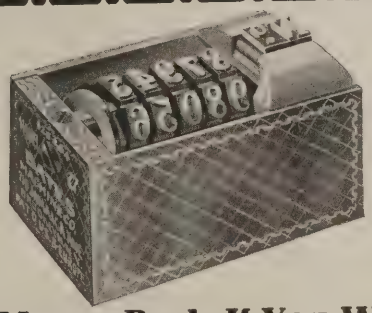
will give you more work and better work.

Royle makes that kind.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery



Your Money Back If You Want It

—that's our guarantee. Simple, isn't it? No "ifs" about it. It means business. It assures you of a square deal. We offer this guarantee not only because it is right, but because we desire that every printer in the land have the opportunity to try out our machine without risking a cent. We want you to know how much better our machine is than any other machine on the market. And the only way to do that is to have you test it in your day's work.

Built For Service

Model 27-A, here shown, is type-high and designed to be locked in the chase with the form or used separately to print numbers only. It is simply constructed—nothing to get out of gear—yet built to stand the hardest use you can put it to. The frame is made of a tough nickel-bronze metal that possesses extraordinary durability. The working parts are made of a highly tempered carbon steel. The figures engraved on best-quality steel wheels are practically indestructible. The machine is automatic and numbers from 1 to 99999 consecutively. Size 1½ x $\frac{15}{16}$ inches. **Price $8.00.**

Don't Delay a Minute

Sit down *now*—and write your nearest dealer, or us, to send you a Bates Model 27-A. The machine will come to you promptly. Use the machine in your shop for a month. Put it to every test you can think of and then if it does not satisfy you completely, return the machine and your money will immediately be refunded. But don't hesitate—write *now*.

The Bates Machine Company

696 Jamaica Ave., Brooklyn, N. Y.

Juergens Bro's. Co.

Designers and Engravers

Electro Stero and Nickle-Typers
167 Adams St.
Chicago.

Telephone Franklin 460
Private Exchange All Depts.

The only Engravers and Electrotypers within the loop.

S. BLAKE WILLSDEN

The Pioneer Map Man

Member National Geographic Society
Member Chicago Geographic Society

MAPS, CHARTS, ATLASES

Announcement—Just Published

WILLSDEN'S UNRIVALED LIVE STOCK ANATOMICAL CHART

(Copyright 1909 by S. Blake Willsden)

The Only Publication of Its Kind

It is a practical education in the anatomy and common diseases of farm animals. Published **at an initial expense of $10,000.** An invaluable work for farmers and live stock breeders.

THE IDEAL PREMIUM

For Farm Journals and Weekly Newspapers, also for Daily R. F. D. Business.

Over 200.000 Sold to Date

The following is an unsolicited testimonial from a large and prominent paper that does not like to have its name made public, but this name will be given to regular patrons upon request.

> "We have been using Willsden Wall Chart in circulation promotion work for the past six years. There is no better circulation getter. This year we will use twice as many of your new charts as we have used in any year in our history."

A first class county seat weekly writes:

> "The charts have been received and are going like hot cakes. We had some two years ago that gave such excellent satisfaction that when your Anatomical Chart came out we jumped at the chance. Every subscriber who has received the chart declares it superior to the one of two years ago. Our list is made up largely of farmers and the younger up-to-date farmer especially, is pleased with the chart because it is a veritable encyclopedia to him. At this writing it looks as though we would need some more in the very near future."

(This is a sample of hundreds of other testimonials received from satisfied customers.)

We are now making contracts for territory. **If you wish the county right** send 50 cents in stamps postpaid. **This chart must be seen to be appreciated.** Price low enough to permit of a free offer.

Write for quantity prices and full particulars.

S. Blake Willsden

PREMIUM SPECIALIST

151-153 Wabash Avenue Chicago, Ill.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinders' Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Coin Mailers, Paper Folding Boxes

L. LINDLEY BOX AND PAPER Co., Louisville, Ky. Mailers' Tubes and Cardboard Novelties.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 209 Broadway, New York; 315 Dearborn St., Chicago; 168 Devonshire St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

THE ECLIPSE FOLDING MACHINE Co., Sidney, Ohio.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING *INK* Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Lino-Typewriter.

BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter with Linotype keyboard (for printers and Linotype operators). You've wanted it for years. Here it is! Cash or payments.

Paper Cutters

CHANDLER & PRICE Co., Cleveland, Ohio.

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 194-196 Fifth Ave., Chicago, Ill.

OSWEGO MACHINE WORKS, Oswego, N. Y. Makers of the best in cutting machines. The Brown & Carver complete line.

PAUL SCHNIEDEWEND & Co., Chicago, Ill. Manufacturers Reliance Paper Cutters.

PAVYER PRINTING MACHINE WORKS, 600-602-604 South Broadway, St. Louis, Mo.

Printers' Rollers and Composition

BUCKIE PRINTERS' ROLLER Co., Chicago, Ill.; Detroit, Mich.; St. Paul, Minn.

SAM'L. BINGHAM'S SON MFG. Co., Chicago, Pittsburgh, St. Louis, Kansas City, Atlanta, Indianapolis, Minneapolis, Milwaukee, Dallas.

Wood Type

HAMLITON MANUFACTURING Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood, type-cases, cabinets, galleys, etc.

Printing Presses

THE CHANDLER PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183, 187 Monroe St., Chicago, Ill.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill.

CHALLENGE MACHINERY Co., Grand Haven, Mich. Mfr's. Stonemetz Two-Revolution Presses.

WALTER SCOTT & Co., Plainfield, N J.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

A. F. WANNER & Co., 340-342 Dearborn St., Chicago, Ill.

Printing Machinery

F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

H. B. ROUSE & Co., 61-63 Ward St., Chicago, Ill. Printers' materials, job sticks, etc.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Printing Machinery and supplies.

PAVYER PRINTING MACHINE WORKS, 600-602-604 S. Broadway St., St. Louis, Mo.

AMERICAN TYPE FOUNDER Co., General Selling Agent, The Boston Wire Stitcher.

A. F. WANNER Co., 340-342 Dearborn St., Chicago, Ill.

GUTENBERG MACHINE Co., 545, 547 Wabash Ave.

THE ACME STAPLE MACHINE Co., 112 North Ninth St., Camden, New Jersey.

Motors for Printing Machinery

JENNY ELECTRIC MFG. Co., Indianapolis, Ind. Motor Specialties for printers and engravers.

Paper Supplies

J. W. BUTLER PAPER Co., Chicago, Ill.

HENRY LINDENMEYR & SON, 32-34-36 Bleecker St., New York, N. Y.

Paper Joggers and Counters

R. A. HART, Battle Creek, Mich., job presses, counters, $300; joggers, $15 and up.

Numbering Machines

WETTER TYPOGRAPHIC NUMBERING MACHINE Co., Machines to print and number at one time. 331-341 Classon Ave., Brooklyn, N. Y. Sold by all dealers.

AMERICAN NUMBERING MACHINE Co., 291-295 Essex St., Brooklyn, New York.

Photo-Engravers

BARNES-CROSBY Co., 215 Madison St., Chicago, Ill.

GLOBE ENGRAVING & ELECTRO. Co., 407, 427 Dearborn St., Chicago.

SANDERS ENGRAVING Co., 221 Olive St., St. Louis, Mo.

WILLIAMSON-HAFFNER ENGRAVING Co., 1633 Arapahoe St., Denver, Colo.

GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

MANZ ENGRAVING COMPANY, E. Ravenswood Park and Irving Park Boul. Sales Office, 75 Monroe St., Chicago, Ill.

JUERGENS BROS. Co., 167 Adams St., Chicago, Ill.

Style Cards

E. S. HANSON, 925 Linden Ave., Wilmette, Ill. Cover all ordinary rules of style

Ten cents each; 3 for 25 cents.

Typesetting Machines

MERGENTHALER LINOTYPE Co., Tribune Bldg., New York, N. Y.

WOOD & NATHAN Co., 1 Madison Ave., New York, N. Y.

LANSTON MONOTYPE Co., 1231 Callowhill St., Philadelphia, Pa.

Typefounders

AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburg, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City, Minneapolis, Denver, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

BARNHART BROS. & SPINDLER, Chicago, Ill.

INLAND TYPE FOUNDRY, St. Louis, Chicago, New York City.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

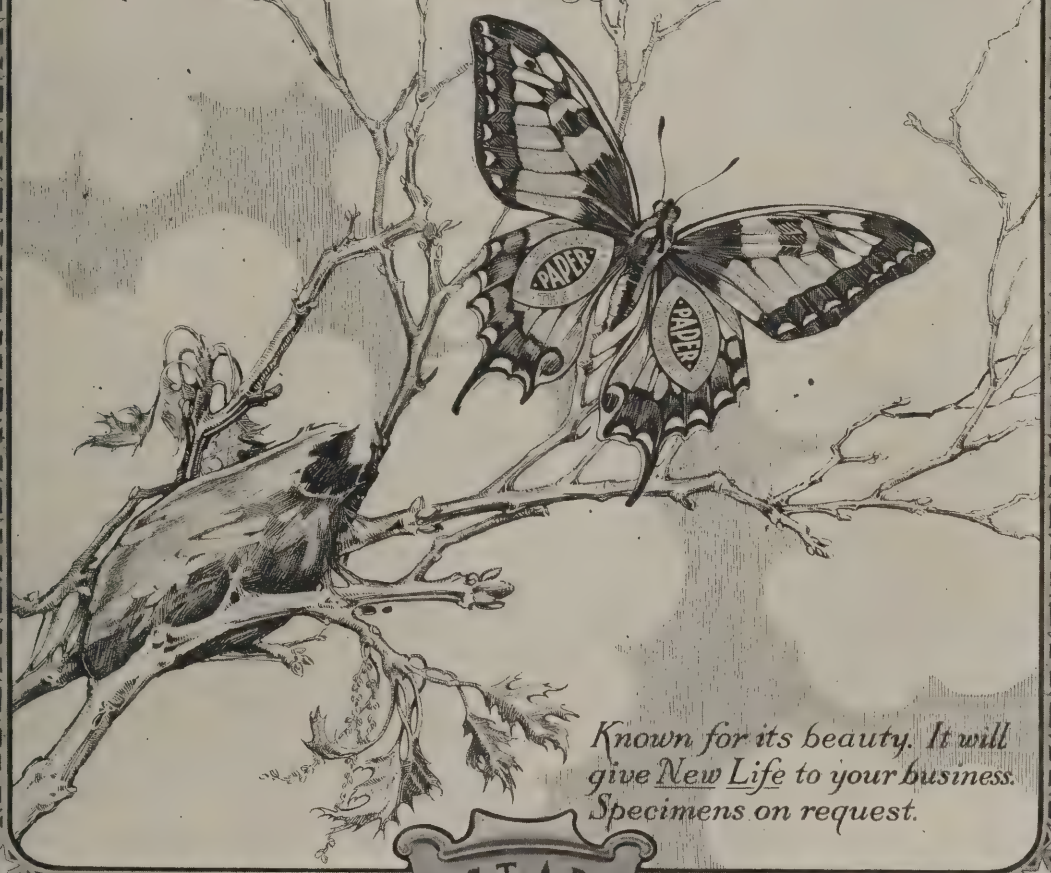
Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

Star English Finish Book Paper



Known for its beauty. It will give New Life to your business. Specimens on request.

STAR
E F
BOOK

DISTRIBUTORS OF
"BUTLER BRANDS"

STANDARD PAPER CO.
MILWAUKEE, WISCONSIN
BENEDICT PAPER CO.
KANSAS CITY, MISSOURI
SOUTHWESTERN PAPER CO.
DALLAS, TEXAS
SOUTHWESTERN PAPER CO.
HOUSTON, TEXAS
PACIFIC COAST PAPER CO.
SAN FRANCISCO, CAL.
SIERRA PAPER CO.
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OAKLAND PAPER CO.
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CENTRAL MICHIGAN PAPER CO.
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SEATTLE, WASH.
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AMERICAN TYPEFOUNDERS CO.
VANCOUVER, BRITISH COLUMBIA
NATIONAL PAPER & TYPE CO.
(EXPORT ONLY) NEW YORK CITY
NATIONAL PAPER & TYPE CO.
CITY OF MEXICO, MEXICO
NATIONAL PAPER & TYPE CO.
CITY OF MONTEREY, MEXICO
NATIONAL PAPER & TYPE CO.
HAVANA, CUBA

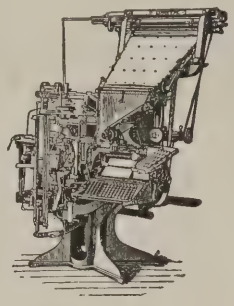
ESTABLISHED 1844

J. W. Butler Paper Co., Chicago.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet.*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York.

NO MORE CUT ROLLERS

INK-DIVIDING BANDS

The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y.

SERVICE

[See Them on Your Exchange Table]

It is in our service that we excel. We always strive to please; we are never satisfied and are constantly aiming to give better service.

We are improving all the time, so satisfied users of our service tell us.

Western Newspaper Union

The Printing Trade is Aroused to the Merits of the Unitype

The statements and demonstrations in our pamphlet, "The Matter With the Printing Business," have awakened the keenest interest all over the United States, and this awakening means that the printing business will be conducted upon modern manufacturing lines, which will result in modern manufacturing profits.

In its field the UNITYPE is more profitable than any other composing machine on the market. It is the cheapest to buy and the cheapest to operate. It does not require a machinist-operator—any compositor can learn to operate it and nearly every printing office can use it to advantage.

We have been obliged to print a second edition of "The Matter With the Printing Business" to meet the demand, and are now prepared to mail them upon receipt of request. If you have not already received it, or if you want additional copies, or more information, write at once.

Comments on "The Matter With the Printing Business"

I have read your pamphlet entitled "The Matter With the Printing Business," and you have certainly made the facts therein clear enough. Thanking you for allowing me the privilege of reading your truth-telling pamphlet. ROBERT F. MURRAY, Lima, Ohio.

Kindly send us an additional copy of your circular, "The Matter With the Printing Business," as I desire this for the careful perusal of our superintendent. We are very much interested in the statements made, and thoroughly agree with your statements in the preamble.
THE FRANKLIN PRESS, Pueblo, Colo.

We have received your "The Matter With the Printing Business" and consider it valuable in any printing office. The figures are more than interesting, and you have certainly gone to a great deal of trouble to get at conclusions. MOLINE SUNDAY PRESS, Moline, Ill.

I believe it is due you to acknowledge receipt of your pamphlet, "The Matter With the Printing Business." I have read it carefully, and from what I know of the other machines I am inclined to agree with you. BEAN, WARTERS COMPANY, Knoxville, Tenn.

I am in receipt of your pamphlet, "The Matter With the Printing Business," and wish to thank you for the same. It certainly should cause the printer now using machines, or a prospective purchaser, to investigate. W. H. WELSCH, West Medford, Mass.

I want to congratulate you upon your wide-awake advertising that stands aloof from the ordinary kind and compels a man to read it.
R. L. SHARPE, Carrollton, Ga.

We got that circular and read it with interest. It was a matter that anyone would like to get hold of.
BRANDON PRINTING COMPANY, Nashville, Tenn.

We read your booklet with much interest and believe you hit the nail on the head. W. B. SANDERS, Nunda, N. Y.

Your "The Matter With the Printing Business" was received this morning and read with much interest.
SUNSET PRINTING & CALENDAR WORKS, Seattle, Wash.

We received the copy of "The Matter With the Printing Business" some time since, and we read it with much interest. It is all right and practical. WILLIAM M. ABBOTT, Evening Capitol, Annapolis, Md.

We acknowledge receipt of yours of the 15th referring to your pamphlet entitled "The Matter With the Printing Business." This pamphlet reached us some time ago and we have read it with considerable interest. PARLIN & ORENDORFF CO., Canton, Ohio.

The pamphlet has shown, with a remarkable degree of force, that "The Matter With the Printing Business" lies wholly in the way it is worked; it is not conducted upon modern manufacturing lines, and is, therefore, deprived of modern manufacturing profits.
NEWSPAPERDOM.

No recent effort in the publicity line has caused so much attention as "The Matter With the Printing Business." It is a masterly analysis of conditions, and displays a knowledge only possible to one of experience and careful training. NATIONAL PRINTER JOURNALIST.

The arguments should be taken up and discussed on their merits by every employing printers' organization. They tend to clarify the murky atmosphere of mechanical method, placing facts before assertion and giving the printer an assurance of selective freedom.
INLAND PRINTER.

It contains valuable information for the man who is responsible for profits from the composing room. THE MASTER PRINTER

A very interesting and serviceable pamphlet. It would prove hard to imagine anything more worthy of consideration.
THE PROGRESSIVE PRINTER.

A very intelligently written booklet.
PRINTING TRADE NEWS.

Received and read with interest "The Matter With the Printing Business." THE ALAMANCE GLEANER, Graham, N. C.

I have read with interest your "The Matter With the Printing Business." THE LANE PRESS, Burlington, Vt.

I have been reading "The Matter With the Printing Business" and am very much interested in your presentation of the subject.
FRANK E. COLSON, New York.

We have your dissertations on "The Matter With the Printing Business," and found much interesting matter therein.
BITTINGER BROS., Memorial Press, Plymouth, Mass.

I received "The Matter With the Printing Business," and find it interesting matter indeed.
THE MINING & ENGINEERING REVIEW, San Francisco, Cal.

Your estimate of "The Matter" is eminently correct.
S. A. BRISTOL CO., Cheyenne, Wyo.

Your pamphlet was of much interest to me and has been filed for future use. D. E. KENNEDY-QUEENS SHOP, Chestnut Hill, Mass.

Wood & Nathan Company

1 Madison Avenue, New York City

THE DUPLEX TUBULA

A New Feature in Printing-Press Construction Wh

The Use of Tubular Instead of Semi-cylindrical Plates in Itself Multip

THE DUPLEX PRINTING PRESS COMPANY has, during the past year, put upon the market a press that is attracting wide attention because of its peculiar features and astonishing product.

DUPLEX TUBULAR SINGLE-PLATE 16-PAGE PRESS

The invention which characterizes this machine is the use of **Cylindrical** or **Tubular Plates,** instead of the semi-cylindrical plates used on all other stereotype presses. The half-tones above illustrate the general appearance of the press and the form of the plates, together with the apparatus for shaving and trimming them.

While the reason for the great product of this press may not, at first, be apparent, the explanation is, nevertheless, quite simple. In all the styles of rotary presses heretofore in use the stereotype plates employed are semi-cylindrical, two plates being necessary to encompass the cylinder. From this it follows that when the machine is in operation each plate upon the revolving cylinder is printing **one-half of the time** and is **passing through the air without printing** the other half of the time. With the tubular plate—a single plate encompassing the cylinder—this **waste of one-half the time is avoided,** for **each plate is printing all the time.**

To illustrate: Let us consider a press of the old style, carrying sixteen semi-cylindrical plates and being operated at any given rate of speed. Each one of these plates is printing **half the time** and is idle the other half. In the tubular plate machine, carrying sixteen plates, each plate is printing **all the time,** and it is clearly evident that if it be operated with the **same peripheral speed of the cylinders** it will do precisely **double the amount of work.**

The advantages resulting from this principle of construction are proportionally the same in presses carrying **any** number of plates. These advantages, together with others incident to the construction of the machine, produce the results shown in the comparative table on the opposite page.

The illustration above is of a sixteen-page tubular plate press. This press will produce any even number of pages up to and including sixteen **from the same number of plates** at the rate of **25,000 per hour.** If the machine be built four plates wide, instead of two, and be equipped with a double folder, **50,000 copies of a sixteen-page paper** may be easily produced per hour; or **25,000 copies** of papers of **any even number of pages** from eighteen to thirty-two, inclusive.

It is to be noted that to obtain this **unparalleled product** the machine is not driven beyond a safe and normal rate of speed. It is running at **only half the rate** that would be necessary in other presses—were it possible to get such results from semi-cylindrical plates. To get 50,000 copies of a sixteen-page paper from our Tubular Plate Quad Press requires only the speed necessary to get 25,000 from any other quad press on the market, and this speed is as great as is safe and profitable in any of the leading styles of presses heretofore in use.

The claim recently made by some manufacturers that their machines may be regularly and safely run at a speed

This press is no untried experiment. Nearly twenty have been alr

DUPLEX PRINTING PRESS COMPAN

LONDON ADDRESS: LINOTYPE

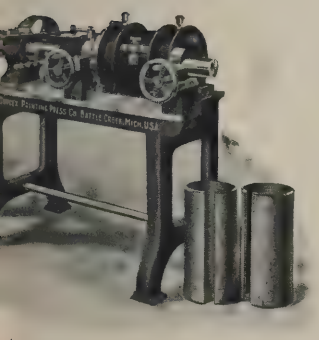
PLATE PRINTING PRESS

OUBLES the Productive Capacity of the Machine

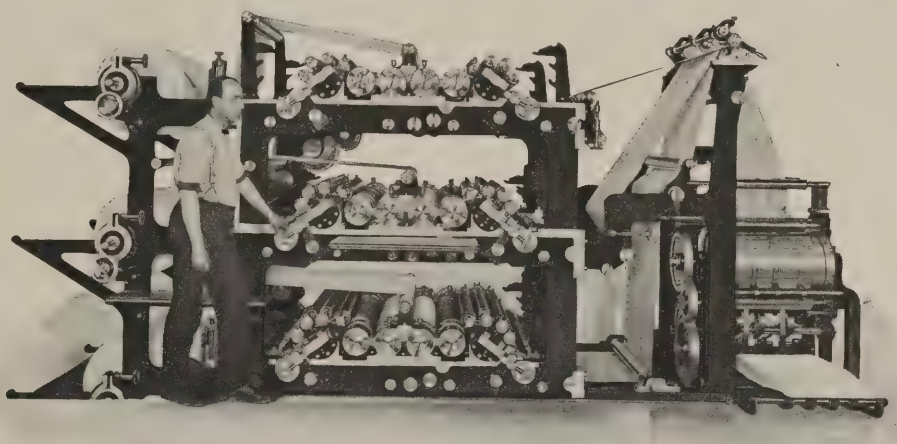
Product by Two, While Incidental Advantages Still Further Increase It.

of 35,000 per hour is absurd, as all intelligent and practical pressmen know—but, whatever rate of speed is practical on other machines, our Tubular Plate Press can equal it and DOUBLE THE PRODUCT.

Still further, it is to be noted that the Duplex Tubular Plate Press occupies less space, is more simple and is much more easily and cheaply operated than any other press, while the other is capable of doing but half the work.



COMBINATION
NG AND TRIMMING MACHINE



DUPLEX TUBULAR SINGLE-PLATE 12-PAGE PRESS

A COMPARISON

Duplex Tubular Single-Plate Rotary.

No. of Pages	No. of Plates	Actual Speed for all Pages
4	4	25,000
6	6	25,000
8	8	25,000
10	10	25,000
12	12	25,000
14	14	25,000
16	16	25,000
18	16	25,000
20	20	25,000

Weight of plates, 40½ pounds each.
To print same pages as others, only 56 plates required, as against 80.

Other 16-page Presses, Two Decks.

No. of Pages	No. of Plates Required	Speed Claimed
4	8	20,000
6	12	20,000
8	16	20,000
10	12	10,000
12	16	10,000
14	16	10,000
16	16	10,000

Weight of plates, 55 pounds each.

Nearly 36 per cent more metal in each plate than used in our Tubular Plate Press.

In the DUPLEX TUBULAR SINGLE-PLATE ROTARY there is **no collecting; no associating; no tapes; no half-speed cylinder.** All sheets are cut after passing over the former—not before, as in other makes. All delivered book-fold. Collecting and associating devices **require greater skill in operation,** and involve many liabilities of clogging, breaking and delay.

and more than half of them installed and now in daily operation.

ATTLE CREEK, MICH., U. S. A.

CHINERY LIMITED. 188 FLEET STREET, E.C,

Century Oldstyle Bold

A New Type Face Not Shown in the American Line Type Book or Supplement

72 Point — 3 A $7 95 4 a $5 00 $12 95

RICH Experts

60 Point — 3 A $6 20 4 a $3 95 $10 15

Knights DESIRE

48 Point — 4 A $4 25 6 a $3 60 $7 85

STRONG Complaints

6 Point — 4 A $2 70 7 a $2 50 $5 20

Banking Systems CHANGED

30 Point — 5 A $2 25 9 a $2 15 $4 40

MODERN GAMES
Serious Performer

12 Point — 14 A $1 25 29 a $1 50 $2 75

HONEST COMEDIAN SECURED
Some Remarkable Achievements
Educated Juveniles Predominate
Strong Characters $1234567890

24 Point — 6 A $1 75 12 a $1 85 $3 60

HANDSOME MAIDEN
Delightful Entertainers

10 Point — 16 A $1 20 32 a $1 30 $2 50

DIGNIFIED TOURISTS REMINDED
Frivolous Damsel Gathering Flowers
Great Mansions Impart Enchantment
Charming Venetian Scenes Portrayed

18 Point — 9 A $1 55 18 a $1 70 $3 25

EXPERIENCED MECHANIC
Mysterious Names Procured

8 Point — 19 A $1 05 38 a $1 20 $2 25

BRIGHT FOREIGN DIPLOMATS WELCOMED
International Complications Recently Discussed
Strenuous Exercise Very Highly Recommended
Railroad and Banking Systems Receive Mention

14 Point — 12 A $1 40 24 a $1 60 $3 00

DETERMINED HEROES RETURN
Prominent Soldiers Receive Medals

6 Point — 21 A $0 95 42 a $1 05 $2 00

EUROPEAN SECURITIES PRESENTED ON DEMAND
Dignified Financiers Celebrate Great Industrial Victory
Excited Speculators Creating Magnificent Fabrications
Asking Questions $1234567890 Harmless Excitement

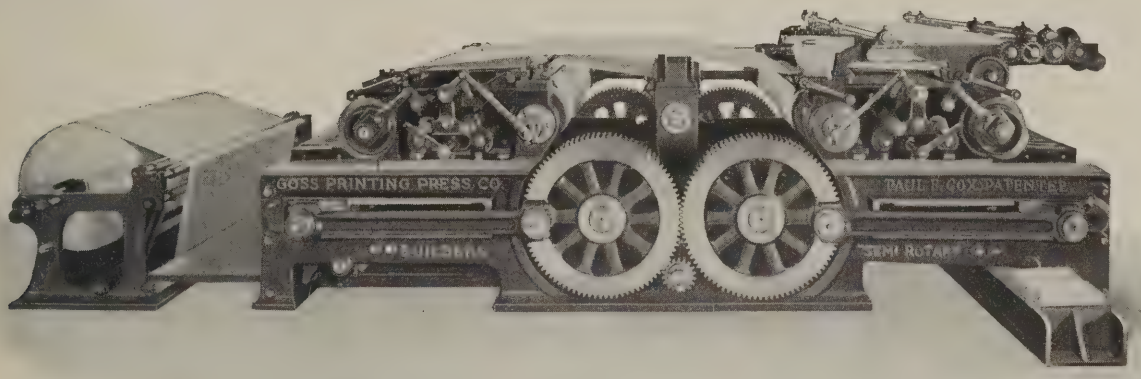
42 Point in Preparation

Sold in Weight Fonts at Body Type Prices and Discounts

American Type Founders Company

THE NEW SEMI-ROTARY FLAT BED WEB PERFECTING PRESS

Prints from type or plates. Built in two sizes to print either 4 or 8 pages or 4-8 or 12 pages of a standard seven column newspaper from one roll—requires but TWO INKING FOUNTAINS and TWELVE COMPOSITION ROLLERS (which are all interchangeable), has counter-balancing moving type beds (moving in opposite directions) ROTATING CYLINDERS, tapeless in and out feed, AUTOMATIC WEB TENSIONING DEVICE, CONTINUOUS MOVING PAPER, and many other new features which insure a steady running reliable press, one in which the web breaking has been eliminated.



PATENTED

The New Semi-Rotary Flat Bed Web Perfecting Press

The Press is Right. *The Price is Right.*

Read what users have to say after year's steady use:

Bakersfield, Calif.. Oct. 16th, '09.

Gentlemen:

In April of this year we installed an eight-page press of your manufacture in our office, and at this writing it affords us sincere pleasure to state that the press has given the very best satisfaction, It has not given us the slightest trouble, and from the date of installation until now the web has not been broken or the ink rollers removed. The way the press pulls the web of indifferent paper throngh the machine is marvelous. The impression is excellent and the register absolutely perfect. The inking device, which throws the rollers in or out of contact, is a marvel of simplicity and results in a great saving of time, The ability of the press to print on heavy book paper without offsetting should commend the machine to book publishers.

In conclusion, we are more than pleased with the press, and are proud that we own one. We cannot say too much in commendation. It more than meets every expectation.

With best wishes for the success of the Semi-Rotary press, we remain, Yours very truly,

THE ECHO PUBLISHING CO.

(**User of eight page machine.**)

San Francisco, California, January 18.

Gentlemen:

After one year's most successful test, cannot refrain expressing our thorough deep satisfaction, press which works perfectly, iu every respect beyond our expectations. We wish your company greatest success which cannot fail with such wonderful machinery.

L'ITALIA PRESS CO.

(**User of 12-page machine.**) E. Patrizi, President.

The New Semi-Rotary Press is now being manufactured by

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
METROPOLITAN BUILD'G.

Factory and General Offices:
16th Street and Ashland Avenue
CHICAGO, ILL., U. S. A.

LONDON OFFICE:
No. 93 Fleet Street
LONDON, - ENGLAND

We Ask You—

Is it not worth while—to know where the best electrotypes the world has ever seen—are made?

To know where electros from the finest halftones—as sharp and deep as the cuts—are made?

To know where to send forms for catalog pages with halftones—to get electros that will print as well as the type and cuts?

In short—is it not worth while to know of the largest and best electrotype foundry on earth?

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn St. CHICAGO

The Evidence is Yours for the Asking

We also make designs, drawings, halftones, zinc etchings, wood and wax engravings, but—we do no printing.

ANOTHER NEW TYPE FACE

ILLUSTRATING

The Light Dorsey Series

Copyright 1910, by Inland Type Foundry

The Light Dorsey Series is a beautiful, artistic type, suitable for all kinds of job printing, circulars, pamphlets, catalogs, books, etc. Notice the graceful cut and perfect legibility of each letter. Hair lines are entirely absent, so the type will wear long and well. Light Dorsey is sold in both weight fonts and job fonts.

Originated and Designed by the

INLAND TYPE FOUNDRY

12th and Locust Sts. SAINT LOUIS
175 Monroe St. CHICAGO
160 William St. NEW YORK

6-Point, 50a 25A, $2.00 L. C. $1.05; C. $0.95
THERE IS A SINGULAR STATELINESS AND AN air of distinction which wins admiration at the very first, and if the observer be the least discriminating in his choice of character, the reason for this classic

8-Point, 44a 22A, $2.25 L. C. $1.15; C. $1.10
IT IS SAID THAT ONE MAY SEE TO the depth of fifty feet or more in the still water under favorable conditions, and there probably is no other body of water that 32

10-Point, 37a 18A, $2.50 L. C. $1.30; C. $1.20
IMMUNITY FROM ANY BLOT on its shores gives it a clearness of definition which tends to enrich the charm of every cove, 145679

12-Point, 33a 17A, $2.75 L. C. $1.40; C. $1.35
FOR FORTY YEARS THIS superb sheet of water has been a favorite resort $1234567890

14-Point, 27a 14A, $3.00 L. C. $1.55; C. $1.45
THIS LOVELY PLACE is easily accessible to all the leading cities of 698

18-Point, 20a 10A, $3.25 L. C. $1.65; C. $1.60
COSTLY HOUSES for use in the 1463

6-POINT ACME BORDER

DUAL-TONE GREEN, 2127.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA
KANSAS CITY, MO. - MINNEAPOLIS

MAKERS

OF

HIGH GRADE PRINTING INKS

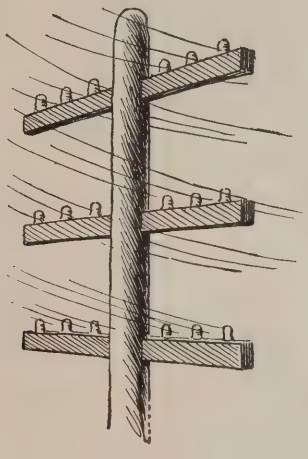
THE QUEEN CITY PRINTING INK CO.

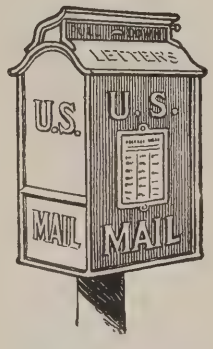
CINCINNATI,
CHICAGO, PHILADELPHIA, BOSTON,
KANSAS CITY, MINNEAPOLIS.

HALF-TONE BLACK, 5505.
LIGHT MAJESTIC RED, 5701.

IF YOU ARE NEEDING

GOOD INKS BADLY





THE QUEEN CITY PRINTING INK CO.

CINCINNATI

PHILADELPHIA
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KANSAS CITY
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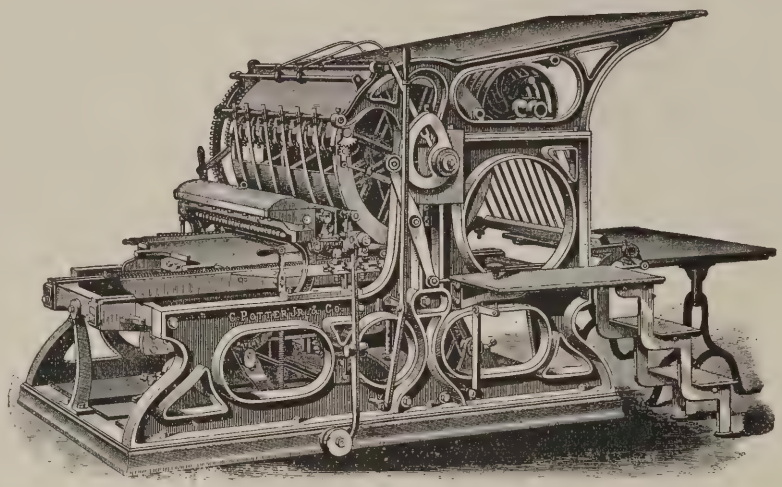
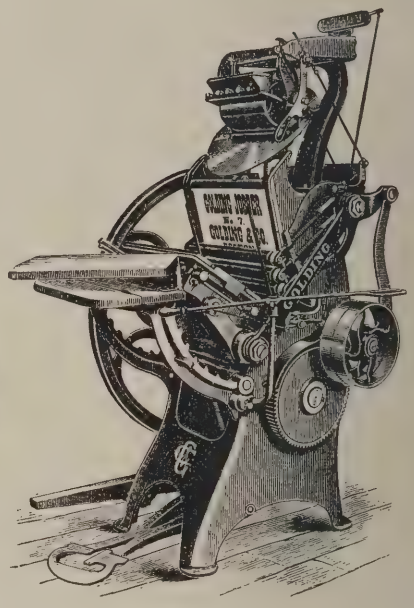
CHICAGO

H·D·
INK

Rebuilt Machinery Bargains

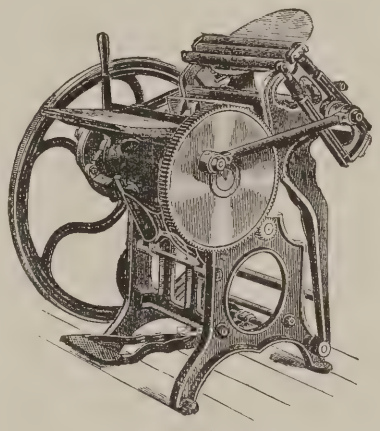




37x52 Potter Drum, 2 roller rack and screw, tapeless delivery, 7-col. quarto. Price.....**$650**

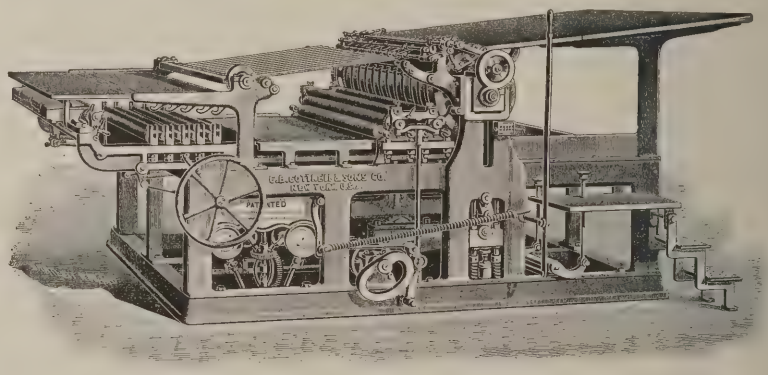
23x28 Hoe Drum, 2 rollers, rack and screw distribution, wire springs, tapeless delivery. Price.....**$450**

23x30 2 rev. Campbell, 2 rollers, table distribution, front fly delivery, wire springs. Trip. Price.....**$700**



26x37 Two-rev. Cottrell, 4 form rollers, table distribution, front fly delivery, air springs, trip, jogger and counter.....**$1200**

44x60 Two rev. Potter, 4 rollers, table distribution, air springs, back-up, rear fly delivery. Price.....**$1000**

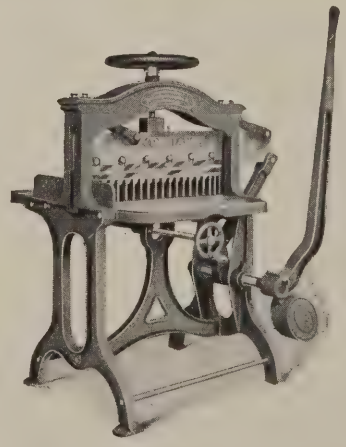


JOB PRESSES

8x12 Chandler & Price Gordon, modern machine	$110
8x12 Challenge Gordon	85
10x15 Golding Jobber	185
10x15 Colt's Armory Universal	215
10x15 Challenge with long fountain	160
11x17 Peerless	170
12x18 Challenge	200
13x19 Universal	150
14x22 Galley Universal, Style 3A	375

We have a great many other machines. Write for full list and descriptions.

All machines Rebuilt by us, and fully guaranteed. We always have bargains in all makes and styles of Job Presses, Paper Cutters, Stitchers, Folders, Motors, etc.



PAPER CUTTERS

22½ in. Advance finger gauge	$ 70
25 inch Advance, straight gauge	75
32 inch Rival	110
33 inch Advance, Power	235
32 inch Sheridan	150
40 inch Dooley	425

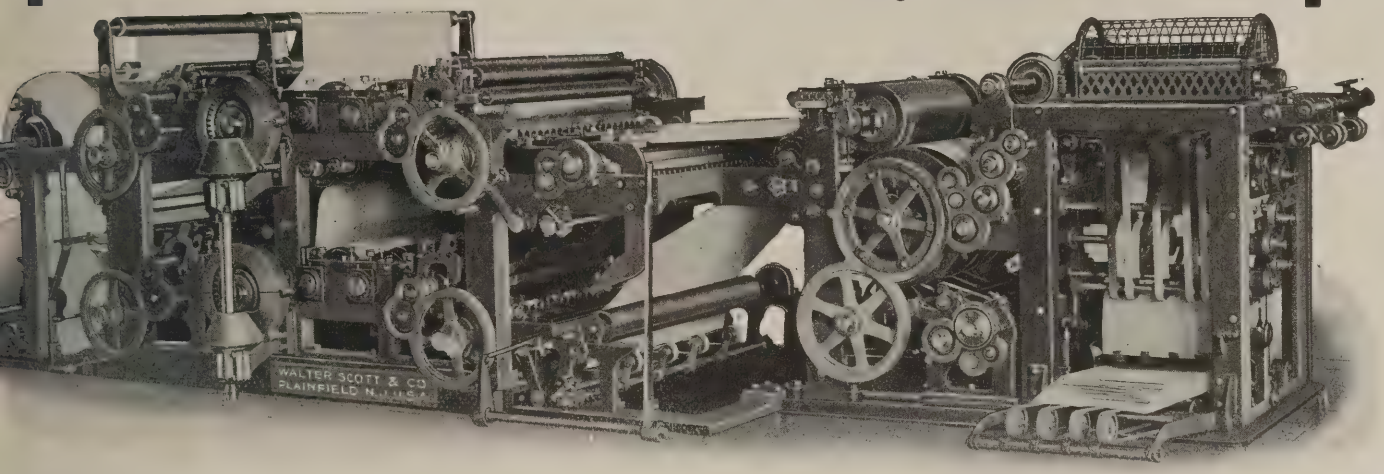
A. F. WANNER & CO.

342 Dearborn St. CHICAGO

97,303 Newspapers

are printed every day on one of

The SCOTT Two Tiered Newspaper Printing and Folding Machines



The Scott Two Tiered Press

has been in use in one newspaper office over five years on an evening and Sunday paper. When the press was installed the circulation was not large and competition was keen. By bringing their paper out quicker and faster than the other newspapers who are not as well equipped, they have been able to have papers on the street first and since installing the machine "they have never failed to catch the mail."

The machine is easy to run

and so simple that wherever installed, the pressman, who sometimes never ran a web press before, has been able to run it.

It makes so many different combinations

that it not only suits your requirements for the present, but provision is made for future growth as additions can be placed on the machine without stopping it for a day.

If you visit New York or Chicago

call at our office in either city and our representative will be pleased to show you these machines in operation and give you further information regarding same.

If you are going to buy a press

it will certainly pay you to confer with us, as we have a line of printing machines for publishers to suit their particular requirements whatever they may be.

Why don't you install one NOW?

NEW YORK
41 Park Row

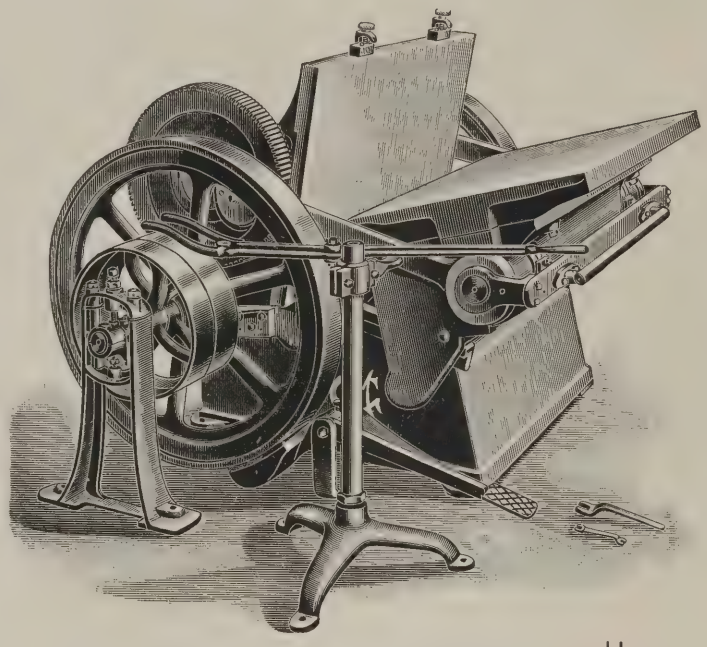
WALTER SCOTT & CO.
DAVID J. SCOTT, GENERAL MANAGER
MAIN OFFICE AND FACTORY
PLAINFIELD. NEW JERSEY, U. S. A.
Cable Address—Waltscott—New York

CHICAGO
Monadnock Block

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

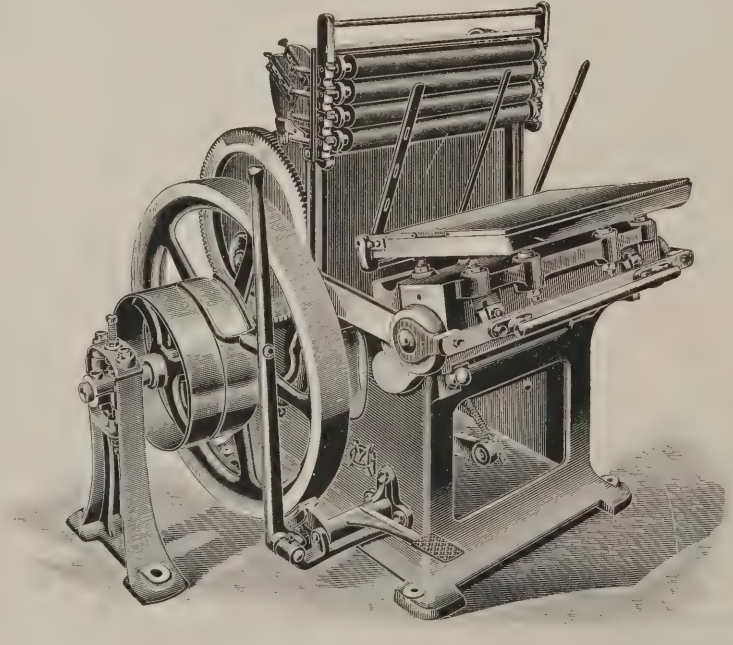
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

To the Man Who Still Works BY HAND

You are in business to make money.
Do you find the going slow?

You are the man who has the payroll to meet.
Is it always easy?

You are the man who has to stand the expense of time wasted hunting for sorts and distribution.
Isn't it expensive?

You are the man who helps to make type founders rich—plate news men happy.
Do you break even?

You are the man who every year makes New Year resolutions to stop the leaks in your composing room.
Do you keep them?

You may say: "This is all my business."

TRUE

And Yet You Are in Business to Make Money

And more money if you can

THERE'S A WAY More than 500 Publishers and Printers have found it. **THE LINOTYPE WAY**

Think it over and write us; or better still, don't wait to think it over, write now.
We are always on the job. Yours for more business,

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO: 521 Wabash Ave.
SAN FRANCISCO: 638-646 Sacramento St.
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MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. } Parsons Trading Company

TORONTO: Canadian Linotype, Limited, 35 Lombard St.
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

Is an economic force in the conduct of a printing establishment which must be considered. Read the letter from the *St. Albans Messenger Co.*, copy of which appears on this page (this is one of hundreds of like nature), and then ask *yourself* this question:

What would a saving of 35 per cent in floor space and 15 per cent in labor mean to you?

Hundreds of representative printing establishments have already modernized their composing-rooms. Hundreds of others are contemplating the change. Will you be a follower in this movement or will you lead? Your decision is likely to indicate the position you will occupy in the trade.

If you are interested in this vital question of composing-room equipment, send for a copy of "Composing-room Economy." It shows the floor plans and tells graphically of the results accomplished in more than thirty representative plants.

COPY OF THE ST. ALBANS MESSENGER LETTER

HAMILTON MFG. CO., Two Rivers, Wis.: *St. Albans, Vt., February, 1910.*

Gentlemen—In reply to your favor of the 5th inst., it gives us pleasure to say that we are more than pleased with the furniture of your manufacture. It has made our composing-room very compact; in fact, it has saved us about 35 per cent of floor space; besides putting all furniture and material close together it saves a great deal of time in handling the work. We think at least 15 per cent is saved on labor.

We appreciate what your Mr. Moses says as to the appearance of our office. We have certainly endeavored to lay it out with a view to quick handling of work and economy of supervision, and your furniture has helped us to do it. With regards we beg to remain, *Yours very truly,*

ST. ALBANS MESSENGER COMPANY.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Headquarters for Southerners in N. Y.

Broadway Central Hotel

Broadway, Cor. Third Street

IN THE HEART OF NEW YORK

Only Medium Priced Hotel Left in New York

Special attention given to Ladies unescorted

SPECIAL RATES FOR SUMMER

OUR TABLE is the foundation of our enormous business

American Plan, $2.50 upwards
European Plan, $1.00 upwards

Send for Large Colored Map and Guide of New York, FREE.

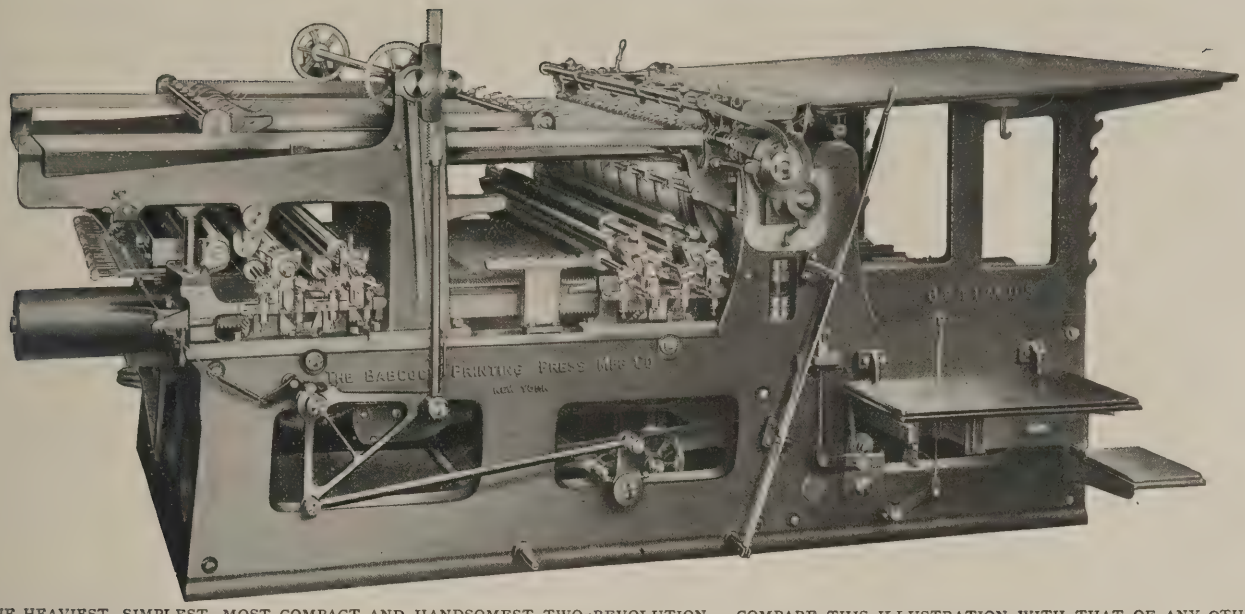
DANIEL C. WEBB, Proprietor

The Only New York Hotel Featuring American Plan

Excellent Food **Moderate Prices** **Good Service**

Buffalo Printing Ink Works

BUFFALO, N. Y.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The first three-color process work ever done on a two-revolution press was printed on the Optimus. Stop cylinders had been used for this and other exacting work because of their supposed superiority in register. Stops have not been made for years; the Optimus grows in numbers continually, and is better.

Register is a part of every movement in an Optimus. It pervades the machine. It is reliable and constant *because built in.* To attain it and hold it the undeviating precision of a perfect driving mechanism is needed; and *for twelve years,* or since the use of our ball and socket bed motion began, *no Optimus has been out of register between bed and cylinder.* This fact is important; it is remarkable; but such an Optimus out of register between bed and cylinder *does not exist to-day* no matter what use it has had. A pressman can correct the errors he makes at the guides and grippers; but the lack of register between bed and cylinder is structural, and beyond any permanent cure he can effect.

The essential register quality is worked into every Optimus from its foundation up. It is thoroughly safe and reliable in this indispensable characteristic—and in all others.

The Babcock Optimus

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC

Process Engraving and Electrotyping

FOR ALL ILLUSTRATIVE PURPOSES

Publishers & Advertisers having Photo-Process Engraving or Electrotyping to be done will serve their own best interests by coming first of all to the leading concern in its line.

F. A. RINGLER CO.

21 & 23 BARCLAY ST. TO 26 & 28 PARK PLACE, NEW YORK.

THERE IS NO REAL ECONOMY IN CHEAP WORK AT CUT PRICES

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
CHAS. E. NEWTON, *Vice-President* WM. S. BATE, *Secretary*

MANUFACTURERS OF HIGH-GRADE PRINTING INKS

New York
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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

If all Inks were alike

We wouldn't advertise.

But there is a difference

In favor of Ullman's Inks.

Advertising cannot prove this:

It can only create a desire to buy.

To buy means to try.

And every trial of Ullman's Inks

Means a life-long friend.

SIGMUND ULLMAN CO

NEW YORK PHILADELPHIA
CHICAGO CINCINNATI

"WRITE TO SANDERS ST. LOUIS"

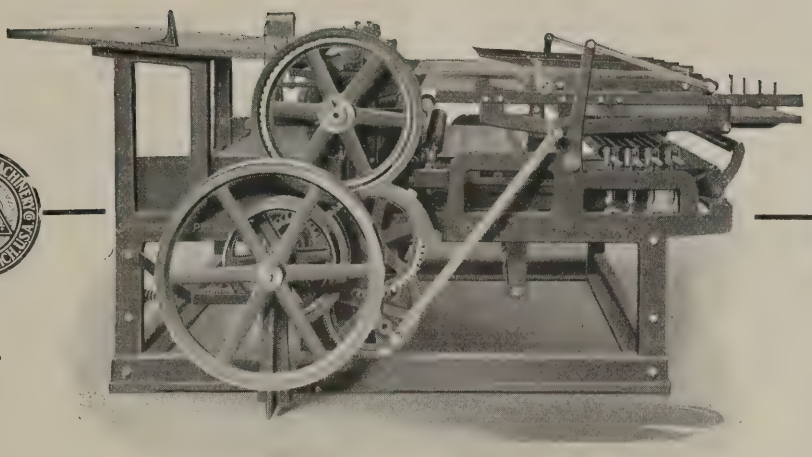
SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.



Three Popular Sizes

Carrier or Fly Delivery

Stonemetz Two-Revolution

IN "boosting" the STONEMETZ, we do not register one solitary "knock against any other make of press, and while we often hear that certain press builders or their representatives are getting busy with their little hammers, we just let them hammer away, feeling certain that "every knock means a boost."

¶Our claim, that the STONEMETZ will turn out the same quality of work as any two-roller press built, and this in the face of the fact that the STONEMETZ sells for a figure several hundred dollars lower than its nearest competitor, is bound to make 'em all sit up and take notice, and what is more natural than to let out an occasional "howl"?

¶As a clincher to our claim, we now have something like one hundred and fifty STONEMETZ PRESSES in the field and EVERY PRESS IS MAKING GOOD.

¶Full descriptive matter sent for the asking.

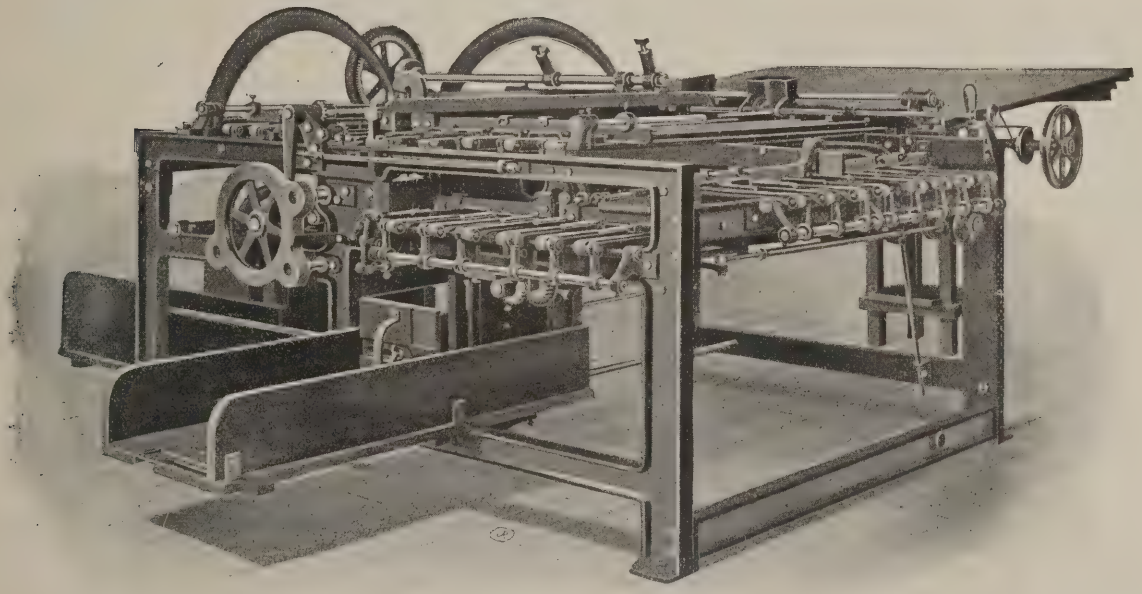
The Challenge Machinery Co.

Salesroom and Warehouse
194-196 Fifth Ave., Chicago

GRAND HAVEN, MICH., U S. A.

When You Buy Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati, Buffalo, Toronto, Can. — New York, Minneapolis, City of Mexico, D. F. — Chicago, Philadelphia, Havana, Cuba, London, Eng. — St. Louis, San Francisco, Buenos Aires, S. A.

HIC ET UBIQUE

Ault & Wiborg Co.

Printing Inks

LETTERPRESS
& LITHOGRAPHIC

C · N Y · C · S L · B · P · M
S F · T · H · C M · B A · P · L

Offset Press

Mr. Printer, do you know what some of your friends are doing with this NEW METHOD OF PRINTING?

You may perhaps be a little diffident--but take it from us--*there is no mystery about the process.* It is widely different from ordinary type printing--but if your progressive neighbor can make a success of it, why not you?

We have published a pamphlet covering the subject--which we call "To Offset or Not to Offset"--write to us and it will be sent you by return mail.

We furnish the *entire outfit* for installing an Offset plant (with the exception of the press) and will send you estimate of cost--if you will ask us for it.

The Ault & Wiborg Company

CINCINNATI :: OHIO

New York	Chicago	St. Louis	Buffalo
Philadelphia	San Francisco	Minneapolis	Toronto, Canada
Havana, Cuba	City of Mexico, D.F.	Buenos Aires, S.A.	Paris, France

London, E.C., England

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, April, 1910 | Number Four

Newspaper Work and What Schools of Journalism Should Teach

Practical Views and the Philosophy of Newspaper Making—An Address of Fascinating Interest and Great Value

BY EDITOR ARTHUR BRISBANE

AN organization of the teachers in newspaper-making at this early date in the history of such schools is to be highly commended. They can be of great help to each other and the organizationtion can be of great aid in advancing the cause of systematic journalistic education.

At the first conference of teachers of journalism, January 19th, at Lawrence, Kansas, at the University of Kansas, which has had such a school for six years, a natioanl association was organized. The first officers are:

Chairman, Charles Moreau Harger of the University of Kansas.

Secretary, Walter Williams of the University of Missouri.

Executive Committee, Willard G. Bleyer, University of Wisconsin; George E. Vincent, University of Chicago; C. V. Gregory, Iowa State College.

The next meeting will be held at Columbia, Mo., by invitation of Dean Williams of the University of Missouri.

At the conference Arthur Brisbane was the principal speaker and discussed "What Schools of Journalism Should Teach." Walter Williams of the University of Missouri, C. V. Gregory of the Iowa State College, also had addresses. We published Dr. William's address in our February issue. He gave very practical and instructive thoughts on plans of organizing such schools, and there was a dinner attended by the delegates and many western newspapermen in honor of Mr. Brisbane.

In his address Mr. Brisbane said:

EDITOR BRISBANE ON NEWSPAPER WORK

I believe that newspaper work is the very best field for useful effort unless a man is fortunate enough to have the ability to develop some great industry. In a selfish world it is natural that the greatest rewards should attract the greatest men. Industrial development is the problem of the century. Next to that I believe comes newspaper work.

The first thing is to know what journalism is. If you should ask me to go into some enterprise here, I would want you to define the enterprise. Journalism is to the human race what language is to the individual. You know that physical evolution stopped as soon as men could talk. Then began evolution inside of the brain. Speech made it possible for men to combine in the crowd. Just as a small group may meet on common ground through spoken words, so millions of people are brought together in the columns of a great newspaper. A man who has a newspaper can talk to his community or to his state, or in some cases to the whole nation, and that certainly is important. The newspaper editorial columns especially, but also the news columns hold a place in the Nation today like that of the public square in Athens. One of the ancient Greeks said that if the nation ever got so big it could not get together and talk it would fall to pieces. And so it would But men can meet just as well in the columns of a newspaper as in Madison Square Garden. Every day you can have five or six or fifty millions of indivduals thinking very nearly along the same lines. Mr. Rockefeller cannot increase the price of oil in the most remote district without having it known.

An editor should be alive to even small things which need attention. Going to and from my home at Hampstead, I used to notice many wounded pigeons along in the hedges. They were the birds which the champagne sports had not been albe to kill in their shooting matches on Long Island. I decided that this practice ought to be stopped. The sports told me it could not be, but I stopped it in a very simple way. I wrote to every member of the legislature, telling them about the cruel practice, and asking them to let me know whether or not they would vote for a bill to suppress it. I told them that we wished to let the people know by means of our 800,000 circulation whether or not they favored such a practice. That was all that was necessary. The next session of the legislature made a law that stopped pigeon shooting.

We stopped race track betting in New York. A peculiar thing about this was that my editorials on the subject were printed in our Chicago paper at the same time they were in New York and race track betting was stopped there before it was in New York. New Orleans papers copied the editorials and race track betting was stopped in that city.

The editor is not always the ablest man in the world. He may be a very commonplace man, but he has a big advantage, because he has a great crowd back of him.

The education of a newspaper man ought to begin in his earilest childhood if he is to be a newspaper man worth while. I might say that it must begin in the cradle. He must have almost inborn in him a feeling of the equality of men. He must be educated to have sympathy for those who suffer and those who are wronged. He must learn to regard as a joke the government which we have at present—a joke on republican or democratic government. He must begin all this as a child. Unless he got it from his father, he probably will never have it. A man who does not have a feeling of indignation at seeing children working in the mills will never be a newspaper man. He must see that there ought to be a fairer distribution of money. There are people in New

York who don't even know how to throw away their money. I regard Fifth avenue as the great national varicose vein. The ability to see these conditions, sympathize, and insist on relief, is an important qualification for newspaper work.

Assuming that a man is fitted by nature for this work what should he study? The answer is everything. He doesn't need to be a scholar, but everything that he reads will help him. Lincoln, in spite of his lack of education would have made a great newspaper man. Your education may be superficial— that doesn't matter so much; but it must be catholic. Read widely rather than thoroughly. You must know what has been done before you begin work. Let those who are teaching journalism pick out the best things to read and condense them for their students.

There is only one place to start as a journalist. That is, as a reporter. The first department of newspaper work is, of course, the telling of what has happened. This ought to be done truthfully and exactly. I do not say that a reporter may not arrange his facts in such a way as to present the picture more vividly. When you are describing a street accident in which a little child was killed, it is all right to tell about the big red automobile that went by without stopping.. That helps the picture.

The second department of the newspaper is the editorial. And what the people want to read is not what the editor thinks but what the people themselves think. You know the only thing a man has in this world is his own mind, his own feelings. You must interpret people to themselves. The most powerful editorial is that which leads people to say "That is just what I always thought ut never expressed." You must study your public and write to suit them. In reporting, you must have the power to see the thing clearly nad tell it plainly. It is a great power. You must practice writing a great deal, because the mind is like a field that has not been cultivated. You must learn to see the one thing that the people wish to hear about. I remember that one of my first assignments was to write a story about a man who had jumped from the Brooklyn bridge. There was nothing unusual about the incident and I gave only a few lines to describing his leap. But I traced the story back into the slums where his family lived, and described how I found his little child sitting on the floor chewing a fish bone. A poor workman on the fioor above had sent down his own dinner to the bereaved family. I was working for the elder Dana at the time and he cut the story out and posted it in his office. He said it was because I told the important thing. Of course that pleased me a good deal. We received over $8,000 for the family of the suicide. The New York Sun was the best school of journalism. I worked under Mr. Bogart and Mr. Clark and they helped me a great deal. Clark was the night editor of the Sun and had marvellous ability in handling copy. On an election night when Clark was absent we had a long table at which twenty men worked, handling the copy. The next night Mr. Clark was in the office and did all of the work himself, at his little desk, besides getting up several columns of his own matter. Clark's handling of a reporter's copy was the best possible education. The reporter who saw his story the next day in the paper, with every unnecessary word cut out and with the important point which he had buried in the story brought up to the lead where it belonged, had the best possible opportunity of learning how to write. A school of journalism should lay great emphasis on this work of correcting copy and re-writing. Joseph Pulitzer I think, is one of the finest writers of English in America. When he began his work he could not speak a word of English. He got a German translation of Shakespeare and turned it into English and then compared his version with the original English text. It was by such work as this that he learned to write.

Having decided to be a newspaper man, the next thing is to decide what kind of a paper you want to work for. There is the yellow paper—which is mine. I invented it and am proud of it. I suppose that a man is proud of almost any kind of baby, if it is his. Then there is the other kind of a paper—the quiet kind. It is a very good kind of paper. You want to pick out your own kind and then work in that direction.

They say that my paper exaggerates. Exaggeration is usually nothing but a prompt presentation of the news. The most inaccurate reporter is far more careful than the most careful business man. If the ordinary man escapes from a burning building, he is sure that everybody else was burned. The reporter is the expert who is hired to exercise his judgment in such cases. The one thing to do is to educate your readers to know that a cable dispatch is not an affidavit but the best estimate of the facts that good newspaper work can give. When the first telegram about the Galveston disaster reached our office, it said that there were thousands killed. I told the telegraph operator to print it fifty. Later we raised it to five hundred, and finally it turned out to be ten thousand. Not long ago we got a cable dispatch that there had been an earthquake in Martinique. We could learn nothing about it. The only thing we could find out was that all the cables in that vicinity were out of business. I figured that if the cables were injured there must have been an overflow of lava great enough to run down into the ocean. I knew that if there had been such an overflow as this, the city, had been overwhelmed. I told them to put it in the paper that there had been an earthquake in Martinique and that 20,000 people had been killed. It turned out to be 40,000. This is the way a newspaper man must exercise his own judgmen.

Now as to sensationalism, the people must have it—just as the Chinese take opium. The ignorant takes whisky, and the higher class person takes a philosophical discussion. When Newton was working out his discoveries in mathematics he labored under great excitement. He took calculus where some men would have used champagne. If people don't have some kind of excitement they will have another and I believe that a paper that gives legitimate excitement to people renders a public service. We draw the line at vileness. We do not publish anything which I could not read before the young ladies in this room. Take the Thaw case, for example. It was important because it involved an architect who knew everybody. It was probably the vilest case that has ever been tried in New York. President Roosevelt wrote a letter to the district attorney. directing him to watch the newspapers to see if they published details of the case which would make it necessary to exclude them from the mails. The Hearst papers displayed the story prominently, to be sure, but they did not publish the indecent part. In New York the only papers which did not have this stuff were the Hearst papers and the *Evening Post.* The Brooklyn *Eagle,* which is known as a family paper, published the rottenest story of them all. In Boston the only papers which did not carry the details of the case were the Hearst paper and the Transcript. We publish stories of crime, of course. We can't help crime. I am told that Dean Williams has said in a lecture that Moses was really the first yellow journalist because there was so much crime in what he wrote. We can't help crime, but we can help printing details that a man can't read to his daughter—that is the test we make.

I once spoke to a conference of Presbyterian ministers and one of them said, "But, Mr. Brisbane, you use such large, black type on your front page. and then there will be a line of red type." I told him that the front page of the New York Journal was modeled after the thunder storm, which is the front page of the heavens made up by the Creator. We get in the black clouds and the red lightning. The rainbow suggests the coming Sunday supplement. The only thing we can't get into it is the thunder. If we could, I would have a copy of the Journal thundering on every street corner.

The newspaper is the only amusement that a great many people get. Some would tell them to work hard all week and then bore themeslves on Sunday so as not to bring down the wrath of God Almigthy on us. That is kind. But we really ought to give them a little excitement. The newspaper furnishes the vaudeville element in their lives.

When Mr. Harmsworth, the owner of the London Times, came to this country, bringing his big touring car, on his way to Florida to fish for tarpon, he told me that the New York Journal was all right, except that it ought to be printed on a much smaller sheet of paper, and in small type. I said to him, "You are going down to Florida to catch tarpon because they are big and game and make a great disturbance, lashing the water. How would you like it if I should turn your six foot tarpon into a sprat—just a little sprat?" "You brought along this big car of yours. How would you like it if I should turn that into a baby buggy, in which your chaffeur could push you along?" Millions of our readers do all their tarpon fishing in the Journal.

There is one thing to remember in going into newspaper work. It is the most dangerous thing in the world for several reasons. It brings you into contact with the evil in life. Men lie to you, and you become cynical. A great many newspaper men, I am sorry to say, arec ynical. Then, too, newspaper work exposes the man to all kinds of temptations. Finally conditions grow worse as he grows older. He is likely to be less well off at the end of twenty years than he was at the end of the first year. The best asset that a young man brings into journalism is his freshness. He can see the thing which

the older man overlooks having seen it so often. I was sent to report a prize fight once, because I knew nothing about it, and could see what the people wanted to know about. All that the old prize-fight editor could do was to draw a little diagram and make marks where the blows landed. The worst hing that can happen to a newspaper man is to become calloused. When a doctor for the first time cuts off a man's leg, he sympathizes with the man But after he has done that sort of thing for years, he can cut off legs and think about something else all the time. But that does not make him a worse doctor; it makes him a better one. The first time that a judge sentences a criminal, he sympathizes with him. After a while he gets over that. But lack of sympathy does not spoil him as a judge. The newspaper man, however, who doesn't notice suffering and who gets so he does not care about injustice and wrong is a failure. He cannot do real newspaper work.

But ours is the most interesting and amusing business you can imagine There are many contrasts in our work. Among my early assignments was to go and write a story about triplets. I went and looked at them. They had little red and white and blue ribbons tied to them to show the order of their arrival. But I didn't write a very good story. I could do better now. Then, I was sent to tell about the arrival of a noted Japanese wrestler. I took a Chinaman along as interpreter, but the wrestler evindently got a wrong impression, for he rushed at me and threw me over his head against the ceiling. Then I was sent to report the Hell Gate explosion. Once, I was detailed as "leg man" to follow an old reporter to a fire in Brooklyn and bring back the story. The old reporter told me that no one was injured, and gave me his copy. But I learned through a little boy who was crying because his brother was missing, that twenty-four children who were suffering with sore eyes had been in one room of the asylum, and had all died in the fire. I told the city editor about it and that helped in my advancement. In company with some other newspaper men and an expert diver I went out in a boat and helped put an imitation torpedo under a British man-of-war. We managed to get out of the scrape with the assistance of a little strong language, but after that the British men-of-war were protected by chains so that no boats could approach. In London, I had a place reserved in the House of Commons, and was the only American newspaper man who had a personal acquaintance with Gladstone.

There is no life so interesting as that of a newspaper man.

"Give Us a Business Post Office"

The following from a circular letter sent out by the P. O. Committee should be read and kept in mind:—

"The hearings already had before the House Committee on Post Offices and Post Roads on the subject of raising the rate of second class postage have shown astonishing inaccuracies in the figures of the Post Office Department and apparently unbusinesslike methods in its contracting and accounting. As a result, no one, not even the Committee itself, believes in the Post Office statistics, or feels that there is sufficient evidence that an increase in second class rates is necessary or desirable. But the question of these rates will continue to be agitated till it is settled and settled right, and it cannot be settled righh till the Post Office is run with business accuracy and economy. So the first thing to do is to secure a business reorganization of the Post Office as was recommended by the Penrose-Overstreet Commission. A few members of the American Newspaper Association, the Periodical Publishers' Assotion and the Federation of Trade Press Associations have made up a self--appointed committee to urge the whole press of the country to join in a strong campaign with the slogan, "Give us a Business Post Office."

It is favored by Mr. Weeks and his Committee who feel that to wrest the Post Office from politics is a tremendous task, which, without the united support of the press could hardly be carried through."

Let all publihers keep thoroughly informed and constantly inform the readers of their papres and then work for such change as will secure justice and settle this vexing question for all time.

Hints to "Herald Hustlers"

Office of the Montreal Herald.

Montreal, February 18, 1910.

Don't be afraid of the big man. You have got to take him in hand sooner or later. It's better to do it sooner. Make friends of the manger, too, and his assistants; also the office boy. Their friendship may mean more to you than the merits of your medium. The personal element is not to be disregarded no matter how strong your proposition may be.

Don't imagine the fellow with the larger circulation is having things all his own way by any means. I have never known an advertiser to let them get away with the goods without an argument and I know all the different advertising mediums from the morning sheet to the "one too many" evening dailies. The resistence of the advertiser always seems to me to be about in proportion to the rate he was asked to pay. No one paper can get all the business. This is an exact law of nature. Any other order would bring chaos and confusion in the business world. If he could, man would do away with this necessary and heathy rivalry, but its existence is just what gives us our civil, religious and political liberty. A business partnership was once a crime and it cost the imprisonment of the parties to remove the delusion. The elimination of religious opposition brought down upon us ages that were dark. We might still be without the printing press if the ingenious inventor hadn't placated the religious authorities (who were by this time so free from criticism that they had reached a point where no wrong was a crime) by agreeing to print only the Bible. We now print many things besides the Bible. Some very objectionable newspapers, for instance!

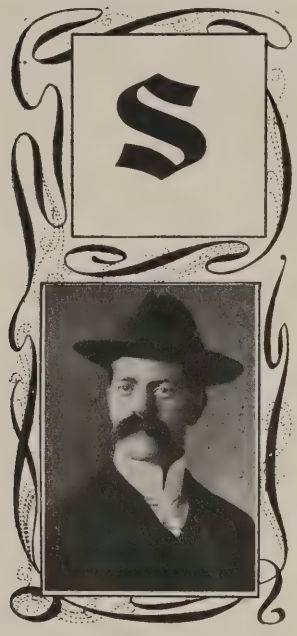
F. Abraham.

These hints will be found valuable for all newspaper publishers. "Abraham" is right now as in the days of long ago.

Fourteen graduates, juniors and seniors in the course of journalism at the University of Wisconsin, have organized a professional fraternity to be known as the Wisconsin chapter of Delta Alpha. It is proposed to make the organization national, with chapters in other universities. The honorary membership of the new organization includes W. W. Young, '92, *Hampton's Magazine,* the first editor of the *Daily Cardinal;* Richard Lloyd-Jones, ex-'97, *Collier's Weekly;* W. T. Arndt, '96, New York *Evening Post;* M. C. Douglas, '93, *Dunn County News;* Eric W. Allen, '01, Seattle *Post-Intelligencer.* The associate members are F. W. MacKenzie, '*6, *La Follette's Weekly;* Horatio C. Winslow, '04, *Puck;* George B. Hill, '08 *Farm and Fireside;* L. W. Bridgman, '06, *Wisconsin State Journal;* F. L. Holmes, '*6, *La Follette's Magazine.* The active members are Dr. Williard G. Bleyer, '96, professor of journalism; Louis P. Lochner, '*9, alumni fellow in jounalism and editor of the *Alumni Magazine;* Wesley F. Ayer Beloit College, scholar in English. Seniors—H. C. Northrop, Beloit; K. G. Olsen, Stoughton; D. L. Geyer, Roswell, N. M.; E. S. Hollman, Deerfield; E. J. Mathie, Stevens Point; M. J. Atwood, Madison; H. H. Herring, Rockford, Ill. Juniors—Karl Mann, Milwaukee; J. I. Childs, Eau Claire; W. C. Wells, Omro; W. C. Ninabuck, Columbus.

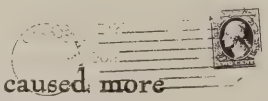
James M. Pierce, owner of the Iowa Homestead, Des Moines, accompanied by his son and Judge R. I. Patrish, left New York March 5th for an extended trip in South America. They will go first to the Isthmus of Panama and will then make an extended journey over the continent. They will probably be gone about three months.

MORE WORK THROUGH PUBLICITY



SEVERAL numbers of the *Apprenticeship Bulletin,* a bright little paper issued by the School of Printing of the North End Union, Boston, Mass., have been sent me. It is a four-page sheet, 12x8 being the size of the pages. (1) A feature of the typography of this neat monthly is the motto-panels a third of the way down each page. These panels are either short and wide, as in the specimen reproduced, or long and narrow. The borders are of the same style throughout, and are printed in red. On the first page the "T" "A" and "B" are likewise in red. The composition and presswork of this publication are done by the apprentices of the school.

The envelope in which printed matter is sent has many advertising possibilities. Very few, however, are so nearly filled with straight composition as that reproduced as 2. After the word "newspaper" there



This advertisement caused more comment than any other advertisement ever published in any Chicago newspaper.

Read it for style.

Reading it may help you to make more money out of your advertising.

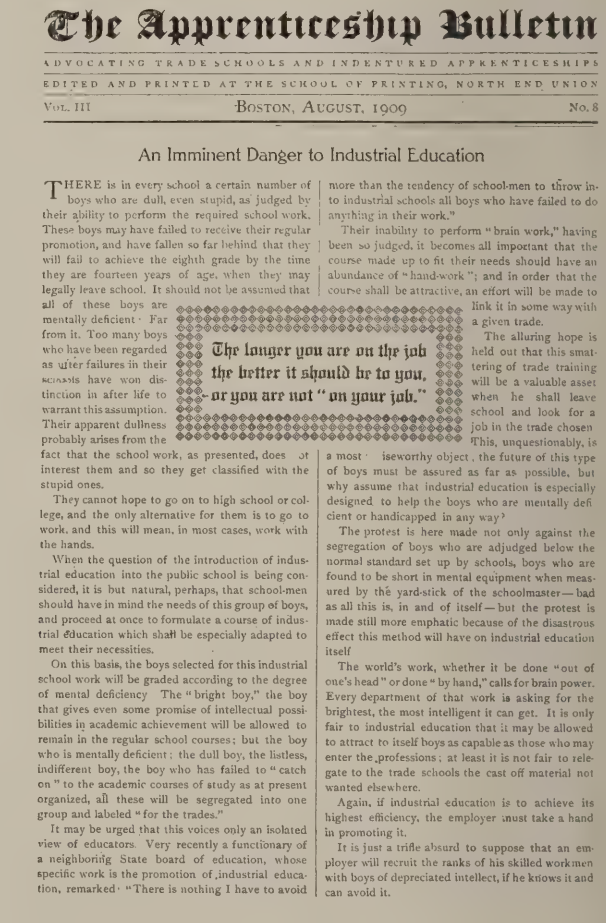
No. 2

is considerably more space than anywhere else, so the long line of the address may very conveniently be written here.

The envelope on which such a strong claim is made will naturally be opened. The ad is evidently a full-page one from the Chicago *Tribune,* telling of the paper's merits, as compared with other Chicago Journals. This ad is entitled,"The Merchants' Problem," and is well written, as it certainly should be when the request, "Read it for style," is made.

GOOD PRINTING—NEAR GOOD ADVERTISING.

The Union Bank Note Company of Kansas City, Mo., are among the very classiest printers in all these United States. They are deliverers of the goods in every class of printing from the banknote to a dodger. Their latest effort in advertising their own business is a booklet which has their particular mark of the big U with wings on either side of it—a mark which has, as far as I can make out, a thousand and one variations.—For instance, the booklet which I have just received has a cover of the big U and one of the many different designs of wings. I open the booklet, and



The Apprenticeship Bulletin

ADVOCATING TRADE SCHOOLS AND INDENTURED APPRENTICESHIPS

EDITED AND PRINTED AT THE SCHOOL OF PRINTING, NORTH END UNION

VOL. III BOSTON, AUGUST, 1909 No. 8

An Imminent Danger to Industrial Education

THERE is in every school a certain number of boys who are dull, even stupid, as judged by their ability to perform the required school work. These boys may have failed to receive their regular promotion, and have fallen so far behind that they will fail to achieve the eighth grade by the time they are fourteen years of age, when they may legally leave school. It should not be assumed that all of these boys are mentally deficient. Far from it. Too many boys who have been regarded as utter failures in their schools have won distinction in after life to warrant this assumption. Their apparent dullness probably arises from the fact that the school work, as presented, does not interest them and so they get classified with the stupid ones.

They cannot hope to go on to high school or college, and the only alternative for them is to go to work, and this will mean, in most cases, work with the hands.

When the question of the introduction of industrial education into the public school is being considered, it is but natural, perhaps, that school-men should have in mind the needs of this group of boys, and proceed at once to formulate a course of industrial education which shall be especially adapted to meet their necessities.

On this basis, the boys selected for this industrial school work will be graded according to the degree of mental deficiency. The "bright boy," the boy that gives even some promise of intellectual possibilities in academic achievement will be allowed to remain in the regular school courses; but the boy who is mentally deficient; the dull boy, the listless, indifferent boy, the boy who has failed to "catch on" to the academic courses of study as at present organized, all these will be segregated into one group and labeled "for the trades."

It may be urged that this voices only an isolated view of educators. Very recently a functionary of a neighboring State board of education, whose specific work is the promotion of industrial education, remarked: "There is nothing I have to avoid more than the tendency of school-men to throw into industrial schools all boys who have failed to do anything in their work."

Their inability to perform "brain work," having been so judged, it becomes all important that the course made up to fit their needs should have an abundance of "hand-work"; and in order that the course shall be attractive, an effort will be made to link it in some way with a given trade.

The alluring hope is held out that this smattering of trade training will be a valuable asset when he shall leave school and look for a job in the trade chosen. This, unquestionably, is a most praiseworthy object, the future of this type of boys must be assured as far as possible, but why assume that industrial education is especially designed to help the boys who are mentally deficient or handicapped in any way?

The protest is here made not only against the segregation of boys who are adjudged below the normal standard set up by schools, boys who are found to be short in mental equipment when measured by the yard-stick of the schoolmaster—bad as all this is, in and of itself—but the protest is made still more emphatic because of the disastrous effect this method will have on industrial education itself.

The world's work, whether it be done "out of one's head" or done "by hand," calls for brain power. Every department of that work is asking for the brightest, the most intelligent it can get. It is only fair to industrial education that it may be allowed to attract to itself boys as capable as those who may enter the professions; at least it is not fair to relegate to the trade schools the cast off material not wanted elsewhere.

Again, if industrial education is to achieve its highest efficiency, the employer must take a hand in promoting it.

It is just a trifle absurd to suppose that an employer will recruit the ranks of his skilled workmen with boys of depreciated intellect, if he knows it and can avoid it.

The longer you are on the job the better it should be to you, or you are not "on your job."

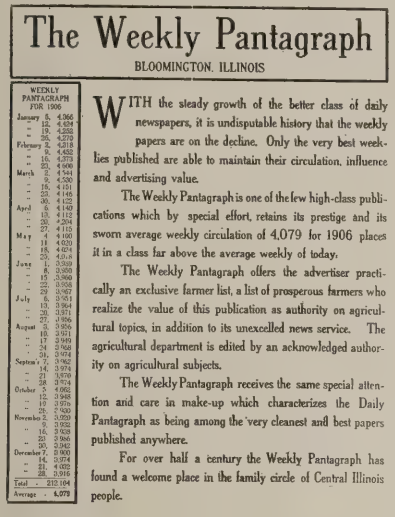
No. 1

on the second page of the cover, which is on stock nearly like it, are more U's with wings. I have to turn still another page to find what it is all about. There I find another beautiful page in buff and gray and blue and green which shows that this is a booklet issued by the Union Bank Note Company of Kansas City, Mo. The people of Missouri, we are informed, need to be "shown," but there is many a person that would look at this booklet without knowing what or whom it advertises. However, the booklet is all to the beautiful.

The half-tones, the tri-color work, and the various embossed letter headings from dies engraved on steel, are all superb as to typography and presswork. It is a splendid advertising booklet with the few exceptions that I have stated which impressed me as they would others at a casual glance.

NEAT TYPOGRAPHY TO ADVERTISE A NEWSPAPER.

Some of the most remarkable examples of typography that I have ever reproduced come from smaller cities of the country. For instance, here is a page from a circular issued by a paper in Bloomington, Ill., which seems to me a little different from anything I



The Weekly Pantagraph

BLOOMINGTON, ILLINOIS

WEEKLY PANTAGRAPH FOR 1906

January	6.	4,066
"	12.	4,284
"	19.	4,282
"	26.	4,278
February	2.	4,218
"	9.	4,432
"	16.	4,073
"	23.	4,006
March	2.	4,541
"	9.	4,520
"	16.	4,151
"	23.	4,145
"	30.	4,152
April	6.	4,149
"	13.	4,112
"	20.	4,204
"	27.	4,110
May	4.	4,100
"	11.	4,020
"	18.	4,074
"	25.	4,018
June	1.	3,939
"	8.	3,960
"	15.	3,966
"	22.	3,956
"	29.	3,967
July	6.	3,961
"	13.	3,964
"	20.	3,971
"	27.	3,966
August	3.	3,956
"	10.	3,951
"	17.	2,969
"	24.	3,968
"	31.	3,974
September	7.	3,962
"	14.	3,974
"	21.	3,979
"	28.	3,974
October	5.	4,005
"	12.	3,948
"	19.	3,976
"	26.	2,920
November	2.	3,920
"	9.	3,922
"	16.	3,928
"	23.	2,966
"	30.	2,945
December	7.	1,900
"	14.	2,074
"	21.	4,005
"	28.	3,916
Total		212,104
Average		4,079

WITH the steady growth of the better class of daily newspapers, it is undisputable history that the weekly papers are on the decline. Only the very best weeklies published are able to maintain their circulation, influence and advertising value.

The Weekly Pantagraph is one of the few high-class publications which by special effort, retains its prestige and its sworn average weekly circulation of 4,079 for 1906 places it in a class far above the average weekly of today.

The Weekly Pantagraph offers the advertiser practically an exclusive farmer list, a list of prosperous farmers who realize the value of this publication as authority on agricultural topics, in addition to its unexcelled news service. The agricultural department is edited by an acknowledged authority on agricultural subjects.

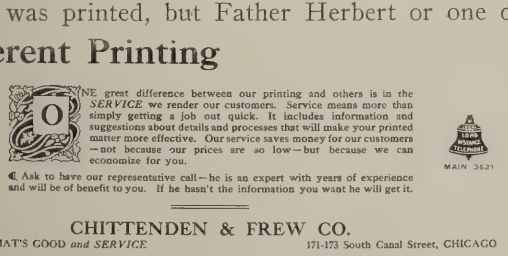
The Weekly Pantagraph receives the same special attention and care in make-up which characterizes the Daily Pantagraph as being among the very cleanest and best papers published anywhere.

For over half a century the Weekly Pantagraph has found a welcome place in the family circle of Central Illinois people.

No. 3

have ever seen in this line before. I may be wrong; if so, tell me. The line "The Weekly Pantagraph" and the initial W is in red, the remainder is in dark brown. This seems to be a striking distribution of color for such a page as this, although one would almost think that the two W's in red of the same series would clash, but do they? They won't by the reproduction, and take it from me, they won't in the job. To my mind it is all to the good.

I thought I wrote something last month about a blotter which was printed in orange and green and which harmonized with the orange-onyx stock on which it was printed, but Father Herbert or one of



Different Printing

ONE great difference between our printing and others is in the *SERVICE* we render our customers. Service means more than simply getting a job out quick. It includes information and suggestions about details and processes that will make your printed matter more effective. Our service saves money for our customers—not because our prices are so low—but because we can economize for you.

¶ Ask to have our representative call—he is an expert with years of experience and will be of benefit to you. If he hasn't the information you want he will get it.

MAIN 3621

CHITTENDEN & FREW CO.

PRINTING THAT'S GOOD *and* SERVICE 171-173 South Canal Street, CHICAGO

No. 4

his sons sent it back to me. I am therefore, sending it for once more to Chicago for reproduction. As to what is known as "hanging indentation" this is an indentation which is pretty well balanced—is it not?

A CARD WHICH IS NOT ALL A CARD.

John D. Rerick, of Kendallville, Ind., whose efforts to boom his own town I eulogized in the latest edition of this great family journal, does not give a man a mere card when he calls. In lieu thereof, he hands him a deckle-edge booklet of about the shape of the ordinary card, with his name on the cover page in the style as reproduced in 5. The other right-hand pages of the

JOHN D. RERICK

PRINTER AND PUBLISHER

No. 5

booklet give a reproduction of the headings of Mr. Rerick's two papers, the Kendallville *Daily Sun* and the Kendalllville *Standard*. The cover is buff, and the inside pages are in a harmonious shape.

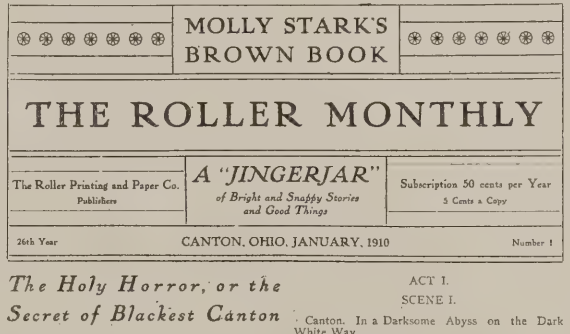
A LITTLE MORE CHRISTMAS REMINISCENCE.

I have just received a card from the Breyer Printing Company, Chicago, which I am keeping until jes' before Xmas this year, because I believe it will reproduce in half-tone very much better than in line. Still, I will quote the words of the "waits" who are depicted on the card, chiefly because the first two lines I have never heard before in connection with the two last, which, of course, are very familiar to all Christendom:

Listen to the words we sing:
Glorious news and good we bring;
Peace on earth and mercy mild;
Christ is born a little child.

THE "ROLLERS JINGERJR."

The *Rollers Monthly*, which describes itself as a "Jingerjar" of bright and snappy stories and good



MOLLY STARK'S BROWN BOOK

THE ROLLER MONTHLY

The Roller Printing and Paper Co. Publishers | *A "JINGERJAR" of Bright and Snappy Stories and Good Things* | Subscription 50 cents per Year 5 Cents a Copy

26th Year | CANTON, OHIO, JANUARY, 1910 | Number 1

The Holy Horror, or the Secret of Blackest Canton

DRAMATIS PERSONAE.

Tommy Hillbane .....tiddlie-winks expert
Johnny Hillbane, his adversary.....
.....another tiddlie-winks expert

Bernie Scrapp
Jimmie Hooper
Mike McSkinney
Doc McWeight } .....tiddlie-winks promoters

James Myth .....prefect of police
A. R. Bulldurham .....burgomaster
Edward Savis .....tiddlie-winks referee
Hudson Jarmon .....ruler of the realm
Kirke E. Walrus .....
.....tiddlie-winks demoter, of the Y. M. C. A
Members of the Ministerial Federation of Denounciation.

Miscellaneous retinue.

The Prologue.

In Blackest Canton there lies a scene. Out of the depths of a darksome abyss there comes a plot, hatched by four villyuns bold, to besmirch the city's honor. They concoct a brutal contest of tiddlie-winks, to take place in the Hall of Fame. The Ministers of the realm arise in their might to squelch the horrible scheme.

Whereupon there arises the following question, to wit:

Which is a prize fight—a prize fight or a prize fight?

Which is a boxing bout—a boxing bout or a boxing bout?

Answer, we say, a prize fight's a prize fight when it's a prize fight. A boxing bout is a boxing bout or a boxing bout to define the term more clear.

ACT I.

SCENE I.

Canton. In a Darksome Abyss on the Dark White Way

Time. Present.

Enter Scrapp, unattended.

Scrapp. Methought that I had tarried in my coming. Still they are not here.

Enter Mike.

Scrapp. Greetings, O Illustrious Mike.

Mike. Good even, O Gracious Scrapp. But why so agitated? My coming was but delayed by a session of the Hyena Club. How goes it with the scrap, Scrapp? Have the Hillbanes agreed?

Scrapp. Even so. All is well. Ah, verily, they thirst for one another's blood. 'T will be a scrap for the Gods.

Mike. And the terms?

Scrapp. They too are fixed. In consideration of the sum of one hundred quarts of cherry phosphate, to be divided 60 and 40, they will battle to the very death.

Mike Think you not the purse was over large?

Scrapp. Conceive the golden gain for us.

Enter Hooper and McWeight.

McWeight. How now, O Mike? Greetings, Devine Scrapp. Politics plays hob with my appointments now. A scuttle of root beer, a sandwich of limberger, and the fixing of another ward is the fault of my tardiness.

Hooper. A thousand apologies for all my lateness. The figuring of my batting average, which even yet is not to my satisfaction, figured in my lateness. Then too the study of my Sunday school lesson demanded my attention before aught else But how goes it with the scrap?

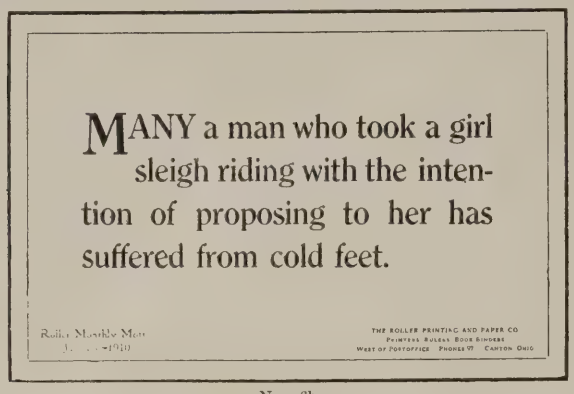
Scrapp. All is fixed, good friends. On New Year's night they battle. The great Stadium is leased and there can be no further obstacles.

Mike. Thou, O worthy Doctor, it falls upon you to care for the press. Take you this sixteen cents and fix it with the newspaper boys. Remember, thou, Crist, Red Smith, and "The Dog" are to be first considered. The others can have the remainder.

No. 6a

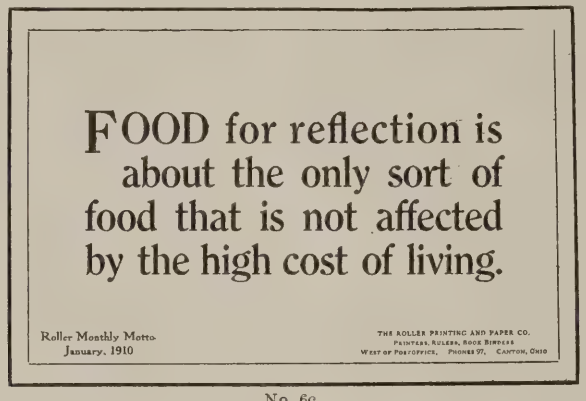
things, has reached my desk. It is one of the productions of the Roller Printing and Publishing Co.—"The Complete Shop" of Canton, Ohio. Let us give the first

page (6a) as an example of the "different" typography which characterizes this breezy magazine. And really,


MANY a man who took a girl sleigh riding with the intention of proposing to her has suffered from cold feet.
Roller Monthly Motto
THE ROLLER PRINTING AND PAPER CO.
PRINTERS, RULERS, BOOK BINDERS
WEST OF POSTOFFICE. PHONES 97. CANTON, OHIO

No. 6b

I am tempted—and when I am tempted I generally succumb to the temptation, whatever it may be—to show the last page of cover of this publication, because it

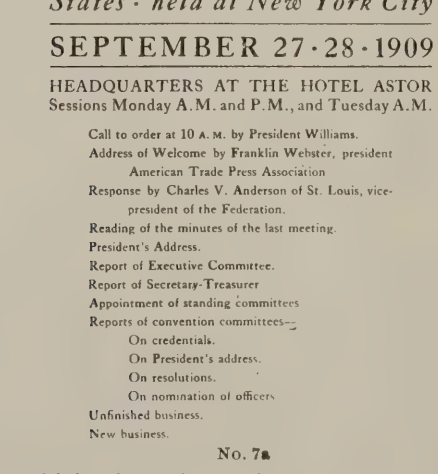

FOOD for reflection is about the only sort of food that is not affected by the high cost of living.
Roller Monthly Motto
January, 1910
THE ROLLER PRINTING AND PAPER CO.
PRINTERS, RULERS, BOOK BINDERS
WEST OF POSTOFFICE. PHONES 97. CANTON, OHIO

No. 6c

seems timely at this writing, both as to the condition of the country and the state of the weather. (6b).

PROGRAM COMPOSITION.

The first page shown as 7a is rather unique, as it is not often one sees such a head over such fat matter



PROGRAM
of the FOURTH ANNUAL CONVENTION *of the* FEDERATION *of* TRADE PRESS ASSOCIATIONS *in the United States · held at New York City*

SEPTEMBER 27·28·1909

HEADQUARTERS AT THE HOTEL ASTOR
Sessions Monday A.M. and P.M., and Tuesday A.M.

Call to order at 10 A.M. by President Williams.
Address of Welcome by Franklin Webster, president American Trade Press Association
Response by Charles V. Anderson of St. Louis, vice-president of the Federation.
Reading of the minutes of the last meeting.
President's Address.
Report of Executive Committee.
Report of Secretary-Treasurer
Appointment of standing committees
Reports of convention committees—
On credentials.
On President's address.
On resolutions.
On nomination of officers
Unfinished business.
New business.

No. 7a

as that which gives the variuos numbers on the program. The job is on light brown Alexandra laid. The words "Program," Federation of Trade Press Associations" and the date line are red, and the remainder, dark brown. There is no suggestion of top-heaviness about the job. The other pages are likewise artistic. The second page (7b) should give an idea as to convention program composition.

"The Changing View of the Trade Paper Advertiser and the Publisher's Duty in Consequence." Discussion led by
JOHN A. HILL
Publisher of the American Machinist, The Engineering and Mining Journal, Power and the Engineer.

"How to Inspire the Staff—Something about Conventions of Employees." Discussion led by
CHAS. T. ROOT
President of the Root Newspaper Association, embracing The Dry Goods Economist, etc.

"How to Create Favor for the Trade Paper." Discussion led by
J. NEWTON NIND
Of The Furniture Journal, The Embalmers' Monthly.

"Some Problems in Circulation." Discussion led by
H. M. SWETLAND
Publisher of The Automobile, The Motor Age, The American Architect, The Municipal Journal.

"The Larger Service of the Trade Paper to Its Advertisers." Discussion led by
CHAS. G. PHILLIPS
Of the Root Newspaper Association.

"The Printing Situation."
JOHN CLYDE OSWALD
Publisher of The American Printer.

"The Paper Situation."
ARTHUR C. HASTINGS
President American Paper and Pulp Association.

"The Trade Press Outlook."
EMERSON P. HARRIS
Of Advertising and Selling.

"The Relation of the Business and Editorial Departments." Discussion led by
ROBERT L. CLEGG
Of Castings, Wood Craft, etc

"Developing a New Field." Discussion led by
HENRY S. BUNTING
Publisher of The Novelty News.

MONDAY EVENING, SEPTEMBER 27—Theater party: "Is Matrimony a Failure?" at the Belasco, given by The American Trade Press Association.

TUESDAY EVENING, SEPTEMBER 28—Annual banquet at the Hotel Astor. Speakers: Hon. Charles Nagel, Secretary Department of Commerce and Labor, Washington, D. C.; Hon. Edw. M. Morgan, Postmaster, New York; Hon. Chas. W. Moore, Rev. Dr. N. M. Waters, Pastor Tompkins Avenue Congregational Church.

No. 7b

The third page is only two-thirds full, there being an initial and large type of the series at the top. This carries out to some extent the style of the first page as to slant.

"TO MY FRIEND"—AND HOOD HAS MANY.

I thank J. Albert Hood, "the printer-writer man," of Asbury Park, N. J., for some New Year greetings, very attractively embellished and printed. That Mr. Hood is a printer-man of rare ability is well proved by the reproductions of his work which have appeared in these pages; that he is as good a writer-man is evident from the exquisitely worded screed "To My Friend."

"THE PRINTER AS AN ADVERTISER."

The *American Bulletin,* a publication sent me by the American Type Founders' Company, is a splendid example of a type-founders' house organ. The display type shown in this issue is that dignified and useful bold letter, Lining Cushing Old Style No. 2, with its handsome Italic.

This issue gives a report of an address by N. C. Fowler, of Boston, whom some consider "the father of modern advertising" on "The Printer as an Advertiser.' Two extracts I first selected are, to my mind, the cream of the addrss, but I'll give it all, it's worthy of consideration:

The Printer as an Advertiser.

Mr. Fowler ridiculed the printer whose sole argument for business is price. He felt that he knew as well as anyone the temper of a buyer of printing, and it was his judgment that business men will readily pay any reasonable price where quality and service are combined. The trouble with the average printer, Mr. Fowler said, was his ingrained habit of doing business in a rut. Instead of studying his customer's requirements, offering suggestions and demonstrating the value of quality in printing, the printer submits bids on given specifications, cuts the price to

the lowest possible level and then kicks because some other printer, more foolish than himself, figures closer and gets the job.

Teach your customers that quality is the thing to buy. Don't advertise your business in newspapers with large waste circulation, or upon cheap blotters or circulars, which flood the mails; but when you are printing a good job run a few hundred extra copies and send or give these to your customers as examples of what you can do for their printing.

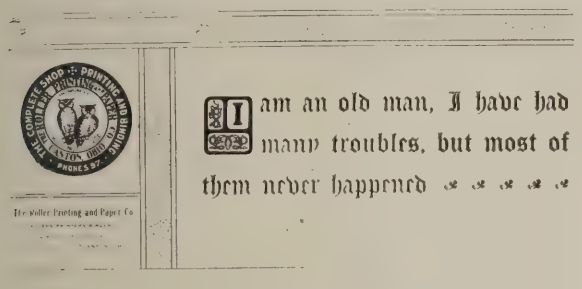
He further averred it as his belief that printing had not yet begun its influence as a business. Printing is a business upon which all other businesses must lean to a greater or less extent. Therefore, dignify it by doing your best work, and by demanding a fair, legitimate return.

Every printer should have a sample room, where his work can be displayed to advantage. Most printers' samples consist of a bunch of odds and ends that mean nothing. Printers should take as much care in displaying their samples as shoe men, hardware men or other trades do. Have a sample room, or, if that is not possible, have a sample table, with a couple of chairs near by, and make it the most attractive spot in your office.

These principles have built up more than one successful printing office.

A WALL SLIP AND A CIRCULAR LETTER.

This (8) if the camera can catch the purple, is one of the motto slips sent out every little while by the Roller Printing and Paper Co., of Canton, O. It is



No. 8

orange and purple, and though not on card stock, has a hole at the top for the purpose of hanging.

The circular letter is a means of advertising that is constantly getting more popular, and here is this firm's idea of one:

Esteemed Friend:—

A perfect job!

Above is the verdict passed last week by one of our especially particular and knowing customers to whom we delivered a large edition of half-tone catalogs.

A perfect job!

Let's consider what all must be included to turn out a perfect job of half-tone, color plate catalogs.

Good half-tone cuts—the right kind of paper—the right ink—appropriate cover—artistic composition—the right presses—experienced pressmen—correct folding and binding.

If any of these are bad or do not jibe with the other parts of the job, the result is a certain disappointment.

Where we are strong is in knowing what paper to use—in knowing when the cuts are right—in having the equipment and workmen to turn out a "perfect job" and then in backing up our facilities with the proper care and attention necessary to obtain proper results.

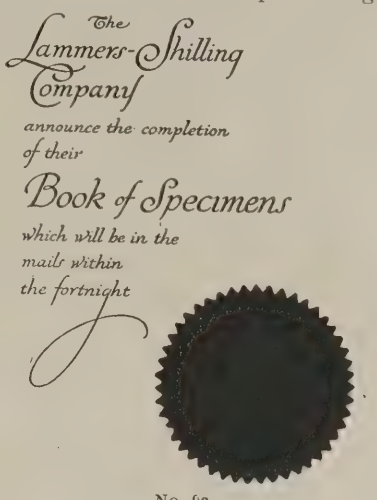
No matter how large, how fine or how particular the job you have in mind may be, we are prepared to handle it properly from cuts to binding.

Take it up with us, our "idea incubator" generally contains some fresh ones and they are all at your command.

Sincerely yours,
THE ROLLER PRINTING & PAPER CO.
By T. B. C. Voges.
Roanoke, Va.

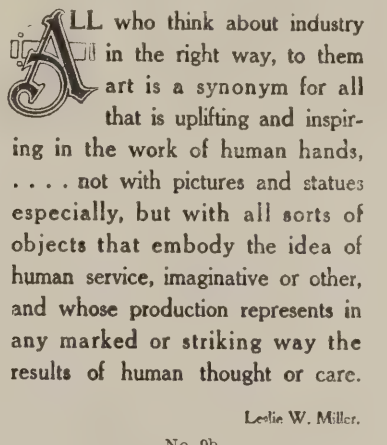
TASTEFUL LETTERING.

Lettering has become more and more a popular accompaniment of job printing, and surely it would be hard to obtain a style which so beautifully combines " fanciness" with simplicity and neatness as that on the folder of the Lammers-Shilling Company of Chicago, of which the first page is reproduced as A. To the third page is attached a slip showing the home


The Lammers-Shilling Company
announce the completion of their
Book of Specimens
which will be in the mails within the fortnight

No. 9a

of the company, and its surroundings. It is evidently at the top of the Monon Building, for over that are the


ALL who think about industry in the right way, to them art is a synonym for all that is uplifting and inspiring in the work of human hands, ... not with pictures and statues especially, but with all sorts of objects that embody the idea of human service, imaginative or other, and whose production represents in any marked or striking way the results of human thought or care.
Leslie W. Miller.

No. 9b

words, "Inspiration Point." The fourth page is shown as B. The sentiment is one particularly appropriate to printing advertising. Have not received my Book of Specimens yet.

DOING GOOD IS DOING GOOD ADVERTISING.

To do good that one may be seen of men is one system of modern advertising. It may not appear to be exactly according to scriptural injunction, but in the olden times the persons who practiced this were hypocrites, who really did harm by doing good. When good can be done by a good firm as a concomitant of advertsing which has to be done, I believe the Master Himself heartily approves the combination.

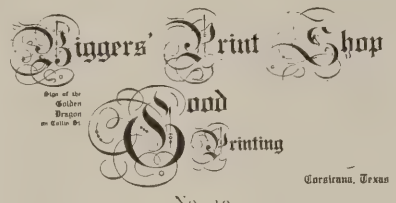
For ten years the *North American,* of Philadelphia, has directed the expenditure of an outing fund, which not only maintains a sanitarium for invalid children at Atlantic City, and gives excursions three times a summer to poor children, but conducts annual day's outing for many thousands of folks under 14 years of age.

This makes news for the paper, and good news—far better than accounts of suicides which suggest self-murder to easily influenced despondents. And it is, of course, advertising, and the advertising is "good" in the various senses of the word. Such advertising can, without any offence against good taste, be supplemented by other advertising in which business philan-

thropy gives place to pure business. Thus it is to be hoped that the mailing folder, which bears on the outside the words—and figures: "60,000 (in red) This Year, Last Year, There were 50,000." This is extraordinary number of lots (a word tabooed by the New York *Sun*) that attended the outings held under the auspices of the *North American*. A page of *Printer's Ink*, descriptive of the outings, is pasted on one division of the folder. And on another space is given a talk to advertisers, which points out that the 60,000 coupons which served as tickets were cut from a single issue of the *North American*. Perhaps some of the papers were bought for nothing but the coupons, but anyway the figures should be impressive to advertisers.

AN AD WHICH BROUGHT NO RESULTS.

I put an advertisement in this department some months ago, asking what had become of my friend, Eugene Biggers, of Corsicana, Texas, whom I lost on the eve of one Fourth of July two or three years ago, when he asked me if I would accompany him on an Independence Day trip to Coney Island. The latest reminder of 'Gene is an example of some of his most

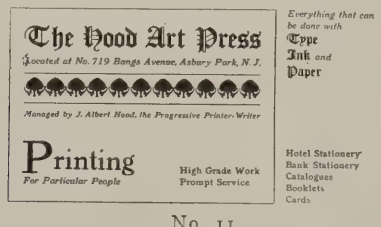


No. 10

particularly bizarre typography, which I reproduce as No. 10. This represents the only attempt which I have seen Mr. Biggers make with a class of modern—yet ancient and antique—typography, such as our friend, Mr. Brannon of Talladega, has made himself famous with. I am extremely sorry if Mr. Biggers has really gone out of the printing business; and the only solace in my sorrowing is that he has entered some other field of art, such as my dear friend, William Carl Persch did when he cut out printing to train his magnificent voice for conquest in the leading theatres of the world.

A SPECIAL CAR ADVERTISING ASBURY PARK.

I was sorry indeed that I could not accept the kind invitation forwarded to me by my good friend, J. Albert Hood, the printer-writer of Asbury Park, when he sent his special car filled with all the endearments and inducements, to invite me to visit that place during the

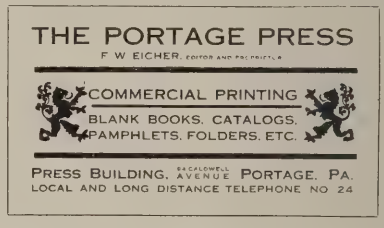


No. 11

period of the summer solstice. I have not said very much in this department of late, regarding the Hood Art Press, but have had a few things up my sleeve. Here is one of them. (11). The ornaments, which look like Gellett Burgess' "Goops" on a holiday, are in dark green. The word "Printing," initial and all, is in a color which my stenographer says is "nearly scarlet." At this present writing I am in New York City and if I can possibly manage to get to Asbury Park within the next few days, I will surely do so, because I want to meet personally the man who has done so much for the mothers and babies of Asbury Park, as well as the visitors to that lovely resort.

A GOTHIC JOB THAT EVEN BROTHER COPPER WOULD PASS.

I do not know where Portage, Pa., is, although I have been a resident of the Keystone State for over two years. I must apologize to my friend, F. W. Eischer, editor and proprietor of the Portage Press, if by any chance I have not as yet acknowledged his


THE PORTAGE PRESS
F W EICHER, EDITOR AND PROPRIETOR
COMMERCIAL PRINTING
BLANK BOOKS. CATALOGS.
PAMPHLETS. FOLDERS. ETC.
PRESS BUILDING, ALLEGHENY AVENUE PORTAGE, PA.
LOCAL AND LONG DISTANCE TELEPHONE NO 24

No. 12

favor of September 3, 1906. I certainly must have missed him at that time, or else he would have kept his promise to me in his letter as follows: "If you are not too critical on these specimens, we shall keep you supplied every month."

Now, I am going to reproduce a specimen of the work of these printers, (12), and it is only fair to say that this work was done more than three years ago. I consider that this job is a good one with almost any harmonious color or tint. I think it would please Mr. Copper, because of his splendid discussion of the employment of Gothic faces which received the compliment of being reproduced in *Brains* a few weeks ago. Mr. Eicher sent met two cards. One of them was entirely in purple. The other, which I am sending in the hope that the engraver will be able to reproduce it, has the rules and ornaments in orange. The remainder is in purple. I have several blotters from Mr. Eicher which I think I will review later, if he desires me to do so. I think his letterhead is very handsome indeed, but I cannot do any justice whatever to it in a reproduction. I hope that now he will keep his promise to keep me supplied every month with some interesting matter from the Portage Press.

LOOKABILL'S FLYERS.

There have been very few communications—with enclosures—which I received in all my ten long years' apprenticeship with the National Printer-Journalist that have given me more pleasure than a bunch of specimens from Mr. Lookabill, of Roanoke, Va., which were accompanied by this letter.

Harry A. Woodworth, Esq.,
Scranton, Pa.

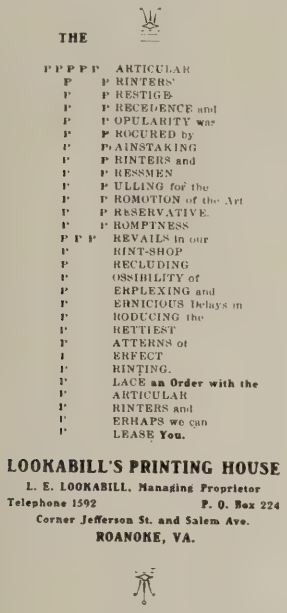
Dear Mr. Woodworth:—

For some time we have been getting out individual advertising "flyers" for our concern, on an average of one a day.

We do not claim originality for any of them—specimens here enclosed for your criticism—but we do know that every one has brought us business. We have requests by mail, telephone and personal calls for copies from many who appreciate the expressions theron. Are in the habit of sending them out by boys, mailed under seal, in packages delivered, etc.

With regards,
Very truly yours,
L. E. Lookabill.

It seems to me that Mr. Lookabill is away off, when he makes no claim for originality in these specimens, I believe it is the best kind of originality, the kind which is not merely freakish, but is the outcome of hundreds of others. I have never heard from him before, but would not be at all surprised if he has been a constant reader of the *National Printer-Journalist* and all other trade papers devoted to the encouragement of printing



No. 13a

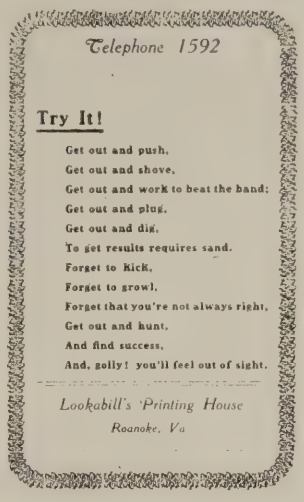
and its allied arts, for many years back. I think that he has gleaned from many sources and has thus produced a real originality. I never met but one man whom I knew was from Roanoke, and that was when I was publicity manager of the *Inside Inn* at the Jamestown Exposition. He was, if I remember aright, editor of the *Evening News* of that city. He gave me more

13b

13c

ideas about Southern advertising in one talk I had with him for about an hour one Sunday morning in my office at the *Inside Inn* than any other man has ever given me. He told me more about the situation in the South than I ever gathered from any other man. I belive that his advice would enable me to place advertising for a large campaign in the South, which would be of great benefit to any Northern advertiser.

I would very much like to reproduce all of Mr. Lookabill's advertising. If I had a large black card, I would paste his different announcements upon it, but they would be reproduced at such varied inharmonities as to sizes that no fair idea would be given of the original jobs, particulary as they are mostly on different colored stock in more colors than one. I am reproducing four of Mr. Lookabill's slips—four flyers, slips, dodgers—call them whatever you like. (13 a, b, c and d.) The only one I need to refer to particularly is the one with the "P's" on it. I do not understand why there should not be a ceriph at the bottom of the initial, as well as on the left hand side. Of course these jiggers and spankers and drivers and all other typographical or naval "high jinks" seem to be a little out of date, but the placing of the "THE" has a modernity about it that helps to make the ornamentation not unpleasing. I have many more of Mr. Lookabill's productions at hand, and I hope to receive them regularly, as he says he gets out an average of one a day. I really do not think that I have given quite enough

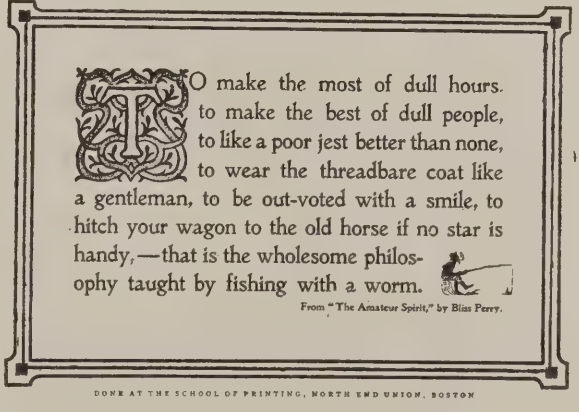

Telephone 1592
Try It!
Get out and push,
Get out and shove,
Get out and work to beat the band;
Get out and plug,
Get out and dig,
To get results requires sand.
Forget to Kick,
Forget to growl,
Forget that you're not always right,
Get out and hunt,
And find success,
And, golly! you'll feel out of sight.
Lookabill's Printing House
Roanoke, Va

No. 13d

justice by the reproductions I have made. The others however, are on stock which will not coincide with the vagaries of the camera.

FROM A SCHOOL OF PRINTING.

The School of Printing of the North End Union in what I as a boy in Canda used to hear people term the "Boston States" issues many placards which will help us in all our daily toil if we paste them on our walls.


TO make the most of dull hours. to make the best of dull people, to like a poor jest better than none, to wear the threadbare coat like a gentleman, to be out-voted with a smile, to hitch your wagon to the old horse if no star is handy,—that is the wholesome philosophy taught by fishing with a worm.
From "The Amateur Spirit," by Bliss Perry.
DONE AT THE SCHOOL OF PRINTING, NORTH END UNION, BOSTON

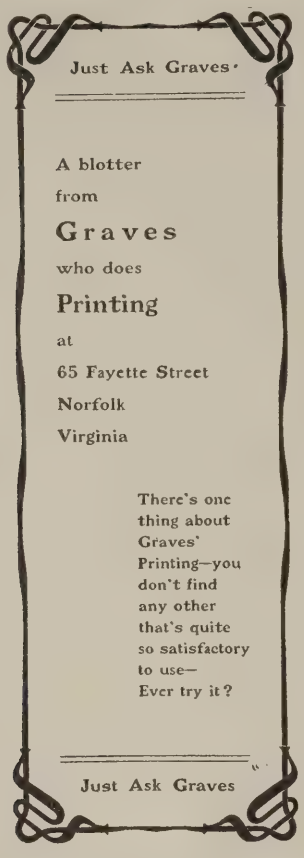
No. 14

Reproduction 14 is worthy, it seems to me, of a special comment, not because it is printed on orange and green most attractively distributed, but because it shows the force that can be exerted by one dinky stock cut. The "lone fisherman" certainly shows up to great advantage in connection with this question from the twentieth-century successor of "The Compleat Angler."

A SOUTHERN ORIGINATOR.

Eugene Graves of Norfolk, Va., is a Southerner who does some stunts in the typographical way which are not to be sneezed at by Northern, Eastern or Western typographists. Here (15), is an example of an-

other blotter which he has produced on Quaker gray stock. I do not know whether this is the right name or



No. 15

not, but it impresses me as the most appropriate one for this prim and precise quality of paper.

Items of Interest

Two suits for $10,000 each, against five members of Chicago Typographical Union No. 16, were filed in the Circuit Court March 2nd, by Andrew B. Adair, for the last twenty-five years foreman of the composing-room of the *Daily News*. William S. Timblin, former president of the Chicago Typographical Union, one of the defendants, is also made sole defendant in a third suit, in which a like amount is asked. Besides Timblin, those made defendants in the first two suits are: John G. Loftus, Michael H. Madden, Fred C. Childs and William J. Fripp. The suits are based on the publication of a circular in which Adair's character was attacked and the alleged spreading of stories derogatory of his character, according to his attorney.

Representative Charles Lederer, of Chicago, who fought direct primaries at the special session of the Illinois Legislature at every turn, talked against the direct-voting system before members of the Rotary Club the other night. He predicted that the newspapes will rule under direct primaries and not political bosses. "And," said Mr. Lederer, "between political and editorial bosses, I think the former are far less dangerous. You all know that back of the editors are the advertisers, and that if it were not for the advertisers the newspapers could not exist. It is not going too far to assume that the advertisers, by using editors, will get what they want from the legislative bodies." This man evidently knows little about newspapers; the newspaper that is not loyal to the people—the great body of its constituents—is of no value to advertisers.

Samuel M. Bronson, Deceased

The Harfford, Conn., *Times*, of March 2nd, recorded the passing from life of Samuel M. Bronson, the Treasurer and Manager of the National Machine Company of that city.

Mr. Bronson was widely and most favorably known in the printing industry and allied trades through the manufacture and sale by his company of the M. Gally Universal Printing Press. He had been connected with the company since 1891. He learned the cutters' trade in boyhood and followed that employment in various positions, for eleven years, but later, by reason of ill health, entered the express business as traveling representative of the Adams Express Company. In 1869, at the age of thirty-seven years, he engaged in the mercantile business, and for twenty-two years followed the wholesale grocery business, but in 1891, he organized, with others, the National Machine Company and, at the end of three years became once more actively enlisted in manufacturing, as the manager of the company.

His early training had given him a taste for mechanical production. He was a genial gentleman and one who enjoyed true friendships. He was a most devoted member of the Masonic fraternity,

Mr. Bronson had a high standing as a man of character and of business ability and strict integrity. He was kindly toward all who showed worthiness and, for such, was ready to extend an encouraging word and a helping hand.

He had been in failing health for the past year. In conversation with him, one day last September, the editor of this paper was led to realize that Mr. Bronson felt that his work was pretty nearly completed and that his life was drawing to its close. He contemplated the end with perfect composure. He had been confined to the house most of the time for a few months before his final demise, yet his death was quite sudden and unexpected. He was seated in a chair at the time that the end came. He was born in Waterbury, Conn., April 1, 1832, so that he lacked only one month of rounding out his seventy-eighth year.

E. G. Lewis, of St. Louis, publisher of several magazines and newspapers, is back of a scheme which may bring the headquarters of several great national magazines and periodicals to St. Louis. Under the plan outlined by Lewis, each publishing company will maintain its own identity but will join forces with others in building and maintaining a great publishing plant where all the periodicals may be printed at a great saving of cost. Five or six eastern publishers are said to be giving favorable consideration to the scheme.

Lorenzo F. Andrews, who celebrated his eighty-second birthday on March 8th, is one of the oldest residents of Des Moines. He moved to that city from Lafayette, Ind., in December, 1864, nearly 46 years ago. In the first years of his residence he was night editor of the *Daily State Register*, and city editor of the *Daily Republican* and the *Daily State Journal*. At the age of 16 he began to learn the printing trade in Barre, Mass., and ever since then has been in newspaper work, having established the *Western Union* at Niles, Mich., and having been city editor of the Oshkosh (Wisconsin) *Northwestern* and assistant editor of the Lafayette (Indiana) *Daily Courier* before going to Des Moines, where he has continuously been a journalist.

Miss Lura Dow, editor of the Palmyra, Wis., *Enterprise*, brought honor to the newspaper fraternity in that section of the State by winning the $50 cash prize for the second best "write-up" of Superior, where the State Editorial Association meeting was held last summer. The prize was offered by Superior business men.

Golden Grains From Among the Associations

A RECORD-BREAKING Convention was held by the Buckeye Press Association, opening on March 30th, at Newark, Ohio. There have been a number of remarkably successful gatherings of newspaper organizations within a month past and to give any more than the richest golden grains of thoughts, theories, experiences, truths and incidents from each would be an impossibility. Luckily, our excellent contemporaries, in the newspaper line, have so covered the details that nothing more than this is needed. The Newark, Ohio, *American Tribune* covered the Buckeye Convention most admirably and has kindly furnished us with copies of its daily issues of March 3rd, 4th and 5th, from which we glean.

President C. E. Bryan of the Madison County, Ohio, *Democrat*, presided.

"THE FORCEFUL POWER OF THE AGE."

Mayor Fitzgerald, in his welcoming address, strikingly epitomized the work of the newspaper. He said: "The press is the forceful power of the age. It speaks for light, not darkness. While it reveals at times, exploits crimes, it also reveals the needs, the longings, the wrongs of the oppressed. In the pursuit of news its aim is knowledge, and ignorance and crime recognize in it their greatest foe. No honest man fears the press, but to the rascal in high or low walk of life, it is an avenging sword. We open our newspaper and we at once place our fingers on the throbbing pulse of the world."

"THE WORLD LOVES A WINNER."

President Bryan in his annual address had some good points on the virtues of financial success as a winner of business and goodwill. He said:

All the world loves a winner. A newspaper which makes good financially has a power and influence in its field never conceded to its less successful rival. To depend upon sympathy, or to continually harp on the duty of the community or party to support the local paper, has become obsolete with the passing of the pioneer press and is, today, considered an acknowledgment of inefficiency, and a plea for charity. How can a newspaper expect much consideration when it hasn't even reached the dignity of self-support? The publishers of such are seldom numbered among the attendants at press association meetings—they were too busy—too busy at home passing the hat.

GETTING TOGETHER OF DAILIES AND WEEKLIES.

Edward B. Wetzler of the Lancaster, Ohio, *Eagle*, made the following among other good points in handling the topic: "Why, the Daily and Weekly Publishers should Come Closer Together;" speaking from the standpoint of the daily: "Why should there be any adverse feelings between the city and country paper? After all, we are but a big family and all should be sunshine within our doors. Our interests should be closely identified with each other, we should be united in our common labors, and we would be strongly bound together in good fellowship but for the misguided imagination that exists with some that brings them unpleasant feeling towards their city brethren. I am associated with the Lancaster, Ohio, *Eagle*, which paper passed its century mark a few years ago. The old Ohio *Eagle* was the daddy of the daily, and the child has proved itself a healthy and appreciative one, for we are still printing the weekly, and its health is also pretty good, thank you. The daily newspaper is calculated by the hour of its publication, while the weekly used to be and is still all serene except for one day in the week. The daily man is fearful all the while of that dreaded bugbear the scoop, and that is what keeps the legs as active as the brain. The daily workers are the reporters and there is no more deeply interested set of men in their work on earth than the daily reporter. He will run his legs off to beat a competitor, but if such should happen that a fellow reporter on one paper should come down street the next morning, and say to another reporter, "Old man, my baby was sick last night, and I wish you would let me have your notes on the trial, I couldn't get down,' or another should say, "I was out last night, and let me have your notes on the fire," the reporter immediately hands them over, because a friend wants and needs assistance, and the next minute he is out trying to skin that same reporter on another item. It is the general good fellowship that makes the newspaper business a constant delight, and one that one is loath to give up, no matter how hard the work. That is the way it is in the cities, but with the country editor, he must know more than the town boy, for he must be a practical printer in the first place, must be able to set type, clean the press, wash the rollers, start the engine and a thousand and one other things, that the city boy don't know the first principles about doing, and he don't have the union to contend with, and he should not, unless it is the union of peace. The city daily man has six days to hustle, the weekly man but one. The daily press has no feeling against the country weekly man, unless it is one of envy."

WHY NOT RAISE THE SUBSCRIPTION PRICE—SELLING GOLD DOLLARS FOR 75 CENTS.

Mr. S. T. Smith, of the Pomeroy *Leader*, advocated an advance in the ubscription price of weekly papers and could not see why the publishers should not follow the example of others in this, and he was certain that at present with the high cost of living, etc., that editors of weekly papers are actually selling gold dollars for 75 cents.

MAUDE MILLER AS A BUSINESS MANAGER.

Mrs. Maude Murray Miller, business manager of the Springfield, Ohio, *Morning Times*, gave many business-winning suggestions as to the business department of a newspaper. She said: When the advertising manager discussed with me the men who were hard to corral into our pages, and how we could get them, I thought it very simple. So I answered:

"I will go and see them myself. I can get them."

I have no doubt that he thought me a little optimistic, but then that is the only thing which will take one through life successfully. It is the man or woman who believes a thing can be accomplished, who accomplishes it. So I went after the merchants who thought two papers were enough to advertise in, and talked so convincingly that I never failed to come away with the ad. And yet I don't believe I talked along real business lines. I took up the matter from instinct, just as I had always previously done when hunting up a society item or an interview with a dramatic star.

I think I learned very early that it was best to tell the truth to the business men. I made no false claims about circulation. I said I knew we did not have as big a circulation as the other two papers claimed—mark the word—but that we did give value in return for every inch of advertising they gave us. I told them I did not ask for their ads because I was a woman, nor because it was charitable to give it, but simply because we could give full value for every dollar they spent with us. And then some day I drifted into what a fine store they had, and how well selected the stock of goods was, and then asked if they would be ready for a page ad the next morning.

And sometimes I got the page. Not always of course, but never did I come away without something.

But the biggest thing done on the paper since I have been the business manager was an Industrial Edition. No doubt

all of you have had some experience with the suave talking man who walks into the office some fine day and talks about a special edition, and draws imaginary pictures of the harvest you will reap. Well, such a man had gone into the *Times* office when the manager who preceded me was in authority, and he was taken in by the proposition. Papers were signed up, and the two promoters and their assistants were at work on the special edition when I was placed in the position as the manager.

It was the same old story. The two men who were to work such magic had drawn several hundred dollars in advance and left town, and from that day we never have heard of them. But we would like to.

The editor and I decided that the Industrial Edition must come out after it had been advanced that far, so we went to work. We completed a canvass of the industries of Springfield, and in two weeks we issued the Industrial Edition of 32 pages, and carried over $2,000 worth of advertising.

A Great Newspaper Annual and Directory.

A newspaper directory is a convenience in any newspaper office and a necessity in many, and is indispensable to all general advertisers, advertising agents, and dealers who do business with newspapers and periodicals.

The American Newspaper Annual and Directory for 1910, a copy of which has reached our desk, far surpasses all predecessors in completeness and size. For thirty years the N. W. Ayers & Son Newspaper Annual has grown in favor and now that it has, through the purchase of Rowell's Directory, secured a still larger and more complete field, the publishers are showing the right enterprise by giving a book that fully meets every possible demand, as the only publication that undertakes the furnishing of all newspaper statistics from original sources. This work can not well be overestimated. If the publication were discontinued there would, in a very few years, be chaos in the advertising world. Without it, how could newspaper publsihers be able to know or to tell of any, but a very few leaders, of the publications in any city at a distance, and of these only what was shown in the publications, and how would advertisers know?

N. W. Ayer and Son have never used any "compulsory" methods in securing statistics; have treated newspaper men courteously as honorable men; have not been offensive but have made friends and we believe by this course have secured fuller and more reliable information than would have been possible otherwise. We believe that, at times, too narrow a view has been taken by publishers of the really valuable service rendered. There have been words of condemnation because of the carrying of advertising in a newspaper directory, but such a publication could not be maintained without advertising, any more than could a newspaper, and there is no more reason to question the reliability of the one than of the other on account of the advertising contained therein. We believe there are mutual obligations between the directory and the newspaper publishers. The publisher of the directory gets information through the courtesy of the publishers of the newspapers and periodicals simply by the use of circulars and postage stamps. It is probably the only possible way that such information could be gathered and still keep the directory down to a cost that would command sales among the newspapers. N. W. Ayer & Son evidently recognize this fact, and have not raised the price but sell the larger book at five dollars. It is doubtful whether such a book could be published, except at a great loss outside of an advertising agency, certainly the price, if published otherwise, would have to be more than double, and this would limit the sales. If the advertising agency is fair and honest there can be no real reason urged against an agency publishing such a work and utilizing the superior facilities possessed for that purpose.

The publishers have issued a pamphlet of "Specimen Pages" of the Directory, that contains much of interesting information as to the work and the manner of its production, which is well worth study, but need not be discussed here, as a copy can be secured on application to N. W. Ayer & Son, Philadelphia, Pa.

In addition to the facts and figures pertaining to each publication presented in a condensed and get-at-able form, an unusual feature of this volume is that it combines the Newspaper Directory long published by George P. Rowell.

As heretofore, special attention has been given to the important matter of circulation figures. Where satisfactory signed or sworn statements have been made these figures are presented; otherwise the editor of the Annual has estimated the circulation from facts at his command.

Supplementary to the general catalogue are lists of daily papers, magazines, women's publications, mail-order publications, agricultural and religious papers, together with groupings of publications pertaining to various classes and trades. As an illustration of the up-to-date character of this section we notice a list of publications pertaining to the manufacture and exhibition of moving pictures, showing the publication to be right up to date.

The Annual and Directory likewise presents a vast amount of up-to-date gazetteer information showing the transportation, banking and other facilities of every town in which a newspaper is published, together with refereneces to its leading industries and characteristics. This feature is supplemented by a specially-prepared map of each state, showing every newspaper town. Convenience and conciseness have been carefully studied throughout, and the book places at the disposal of publishers, of advertisers, of business men, of students, librarians, etc., a vast amount of fresh information not elsewhere to be procured.

Brief Notes

Ravenswood. Ill., will soon have a new publishing house which will in all likelihood aslo serve as a civic center. The Progress Company has had plans prepared for a five-story fireproof steel and concrete building which it will erect at that place at a cost of $125,000. The first story will be used for storage purposes, the second for the publication of its periodicals, the third will be taken up with the Progress Self-Help University and Correspondence school, the fourth being devoted to the manufacturing department. On the top floor there will be an assembly hall which will seat about 500 people. The building will be surmounted by a clock tower with four eleven-foot dials.

What is claimed to be the largest printing press ever brought into the State of Iowa has just been installed in the plant of the *Iowa Homestead* at Des Moines. It is a Scott perfecting press, printing eighty pages in three colors and enclosing them in a cover, making an eighty-four page paper, a capacity more than double that of any other press in Iowa outside of the Homestead plant. The eighty-page, two-color issue of the *Homestead* for the first week of February was the first printed on the new press and was doubly notable in that it broke all existing records for the volume of advertising carried in the regular edition of a weekly agicultural paper.

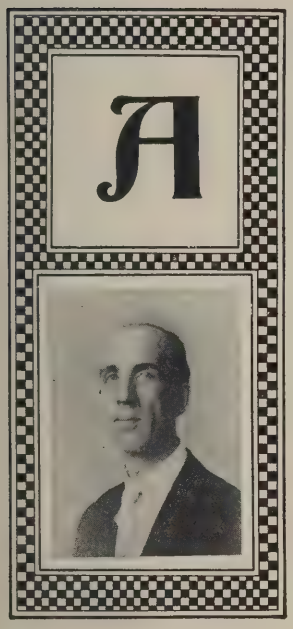
The Mahin Advertising agency of Chicago has been given the contract to expend $5,000 at least of the $30,000 appropriated by the Greater Des Moines Committee for the purpose of advertising Des Moines.

REVIEW *of* JOB PRINTING

SUGGESTIVE ANALYSIS *and* CRITICISMS

E. A. FROMMADER, TYPOGRAPHER, MOLINE, ILL.

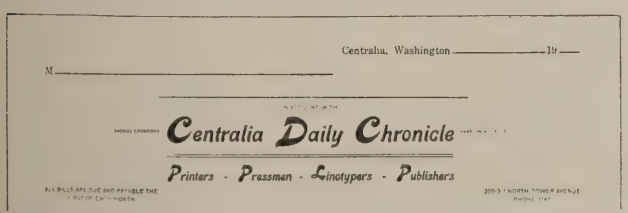
Address all communications to E. S. HANSON,
925 Linden Ave., Wilmette, Illinois



A COPY of *The Western Architect* has come to my department and the cover of which I cannot refrain from reproducing. It is so simple and yet withal so dignified, contrasting very favorably with the overdone covers of many of the magazines and trade publications, straining as they do to produce something sensational which will attract attention on the news stand. *The Western Architect* is edited by Mr. Robert Craik McLean, who is well known to the publisher of the NATIONAL PRINTER-JOURNALIST, and who had some good training in publication printing in Chicago. The inside pages of the *Western Architect* are fully up to the cover, being gotten out in a very high style of typographic art. Most of the architectural publications of the country simply serve to emphasize the fact that in order to reach people of taste and refinement, good printing is absolutely essential. All the publications of this kind with which I am acquainted use the very best of paper stock and employ printers who fully understand their business. The result is that there is no profession which has a class of publications more truly representative, unless it be the printing trade itself.

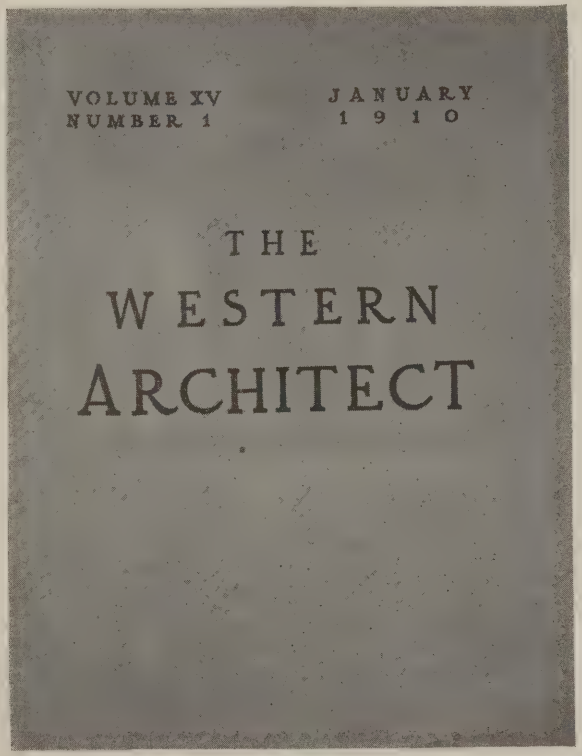
* * *

E. Kennedy, with *The Daily Chronicle,* Centralia, Wash., sends some samples of stationery gotten up for his own office. I think the bill head is the most satisfactory, although the date line on it might have been improved by using an italic letter and paying a little more attention to the setting of the rule, making it line up with the type. In regard to the letterheads, I would suggest that you put the little illustration in a box by itself and leave the other matter without any rule work around it. It can then be closed up a little and will look much better than being spread out to occupy the space which it now does. Or it might be put in a panel by itself, the panel being made narrower than the box containing the map, and lining up with it at the top. Possibly on the envelope it would be just as well to leave off the rule entirely.



* * *

William Osman & Son of the Ottawa *Free Trader,* Ottawa, Ill., send me a later edition of a booklet of the Ottawa Tent Colony, a previous edition of which was mentioned a month or two ago. This later edition has an embossed cover with decorative end sheets. The illustrations are for the most part the same, though perhaps, a little more carefully printed. The booklet has a very rich appearance throughout and is sufficiently attractive to make even a well man believe that he would like to spend a vacation of a week or two in this delightful spot.



* * *

I am showing a letter-head taken from a booklet put out by The American Type Founder's Company to show their Copperplate Gothic family. This letter-

head shows several different sizes and styles of this popular series and gives one an idea that this face can be used almost anywhere. Although the type is somewhat bold and some of it is considerably extended, it will be noted that the head is set up in such a style as to avoid any appearance of crowding. The only suspicion of this is in the line giving the address of the main office, which might very well, I think, have been set in a smaller size and made shorter, rather than setting it to square up with the lines above.

* * *

Circulars folded in fantastic fashion are getting to be quite the thing. Several of these come to me every month and it is not always possible to mention all of them. The latest one is from the *Van Etten Machine Company*, of Sidney, Ohio. Inasmuch as this company manufactures folders of every description, a circular of intricate folded design is especially appropiate. I shall not attempt to describe the folder as a whole but will simply show the title page as a very good piece of plain composition. The border and ornament are in green and the type matter in black.

JOHN N. HENDERSON, PRESIDENT — ORGANIZED 1890 — CHARLES D. MORAN, SECRETARY

THE HENDERSON & MORAN COMPANY

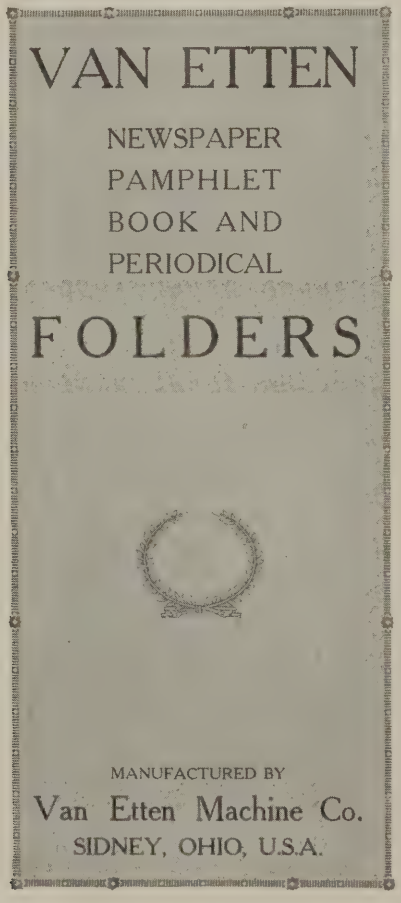
INVENTORS AND MAKERS OF THE CELEBRATED CRITTERDON ORGANS AND UPRIGHT PIANOS

MUSICAL INSTRUMENTS
OF EVERY DESCRIPTION CARRIED IN STOCK

MAIN OFFICE, 34-36 SOUTH BAINBRIDGE STREET, LANCASTER, MICHIGAN

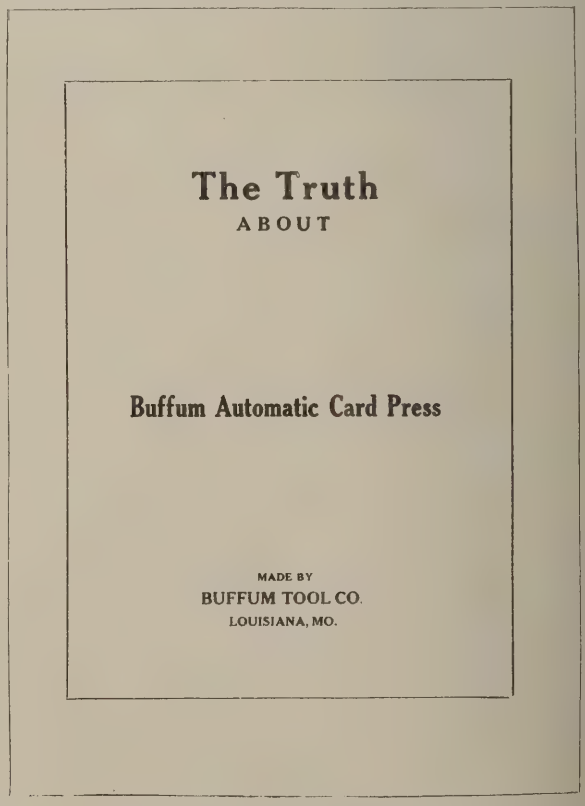
CHARLES L. DARLINGTON
GENERAL MANAGER

SOLE AMERICAN AGENTS FOR THE
MANTZ PIANOLA



* * *

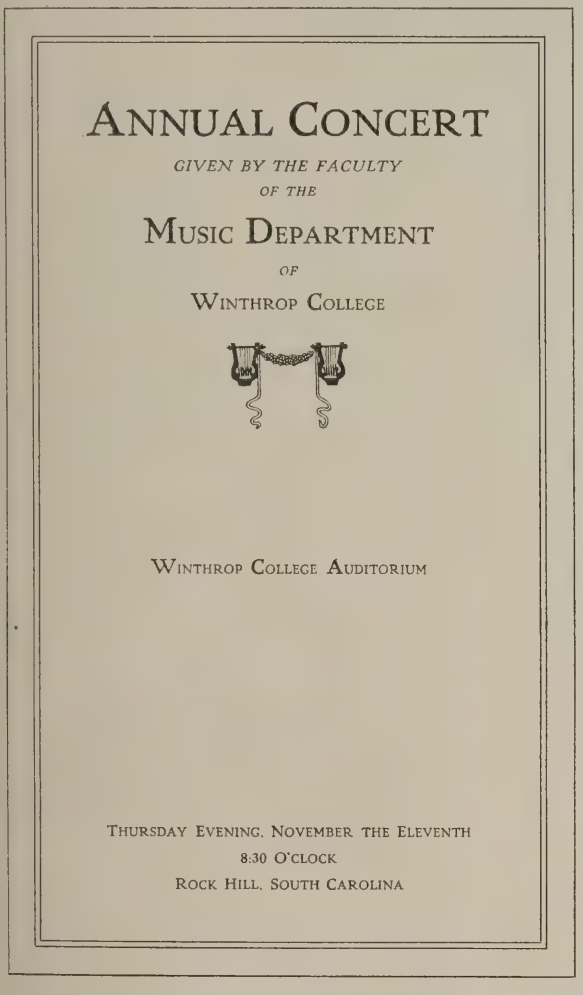
A little booklet sent out by the *Buffum Tool Company*, of Louisiana, Mo., gives a number of pages of testimonials regarding the Buffum automatic card press. I am showing the title page of this booklet, which is rather an unusual piece of work. The matter is not easy to handle and I think we will all agree that the compositor has handled it in rather a peculiar way. I do not care to make any further comment on it at this time, but I should be very glad if some of the readers of the department would take time to give a little study to this work and see what they can make out of it. I believe it will repay some attention, and I should be glad to have suggestions as to resetting, together with actual resettings from any of our readers who can take the time for it. Two or three times in the past we have reset specimens of this kind and I believe



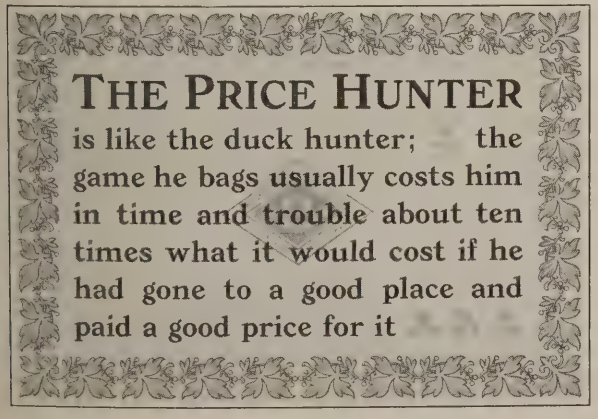
this work has been beneficial to all of us. Some of the resettings, if they prove to have merit, will be published in the June issue. All resettings or suggestions should be in by May 1st.

* * *

S. H. White of Rock Hill, S. C., seems to have adopted a suggestion I made a short time ago in regard to die cutting booklet covers, for he sends me



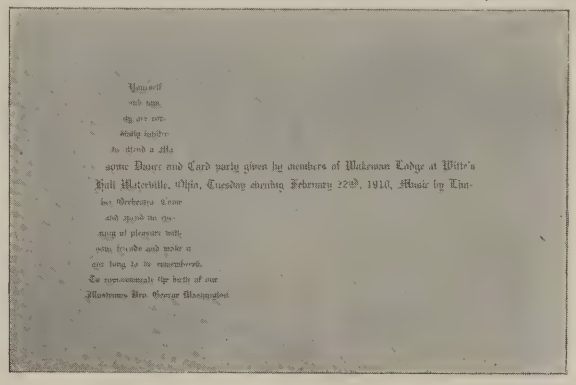
a convention souvenir which has a harp cut in the cover. On closer examination, however, I have my doubts about this being cut with a die, as I notice


THE PRICE HUNTER
is like the duck hunter; the game he bags usually costs him in time and trouble about ten times what it would cost if he had gone to a good place and paid a good price for it

some irregularities in the shape of the harp, which a die would scarcely contain. The booklet is gotten out in a very creditable shape, a particularly handsome face of modern type being used for the body and a well printed border in tint being run around each page. I scarcely think the additional press work for the word "Welcome" on the title page was necessary. The word would have been just as satisfactory in black. Another piece of work to which Mr. White calls special attention is a dance program with a considerable amount of hand decoration on the outside. Any printer who is in touch with some one handy with a pencil or the water color brush can very often get up some pleasing effects in combinations of printing and hand work. This is provided always that the customer is willing to pay the price.

* * *

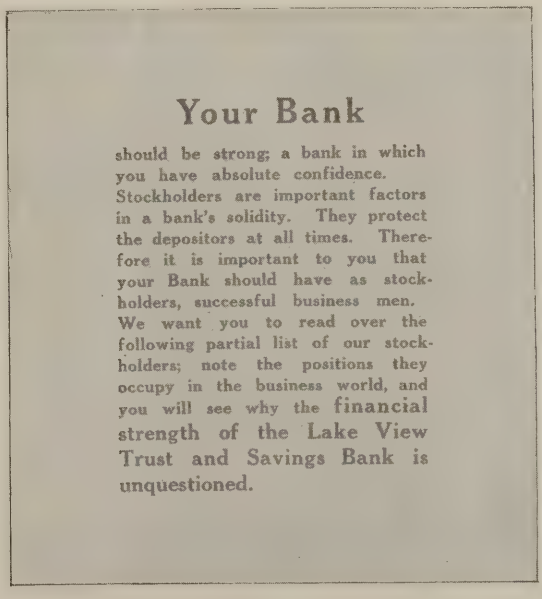
Harvey H. Sherer, Waterville, Ohio, sends a very peculiar piece of printing in the shape of a dance invitation. This was printed on a linen finish bond paper


some Dance and Card party given by members of Wildeman Lodge at Witte's
Hall Waterville, Ohio, Tuesday evening February 22nd, 1910, Music by Tin-

and apparently sent out folded as an ordinary letter. It will be noted that the idea was to set the matter in the shape of a hatchet in order to have it typical of the day. This idea has been quite well worked out, although the word "Masonic" should not have been divided but should begin the first long line in the larger type.

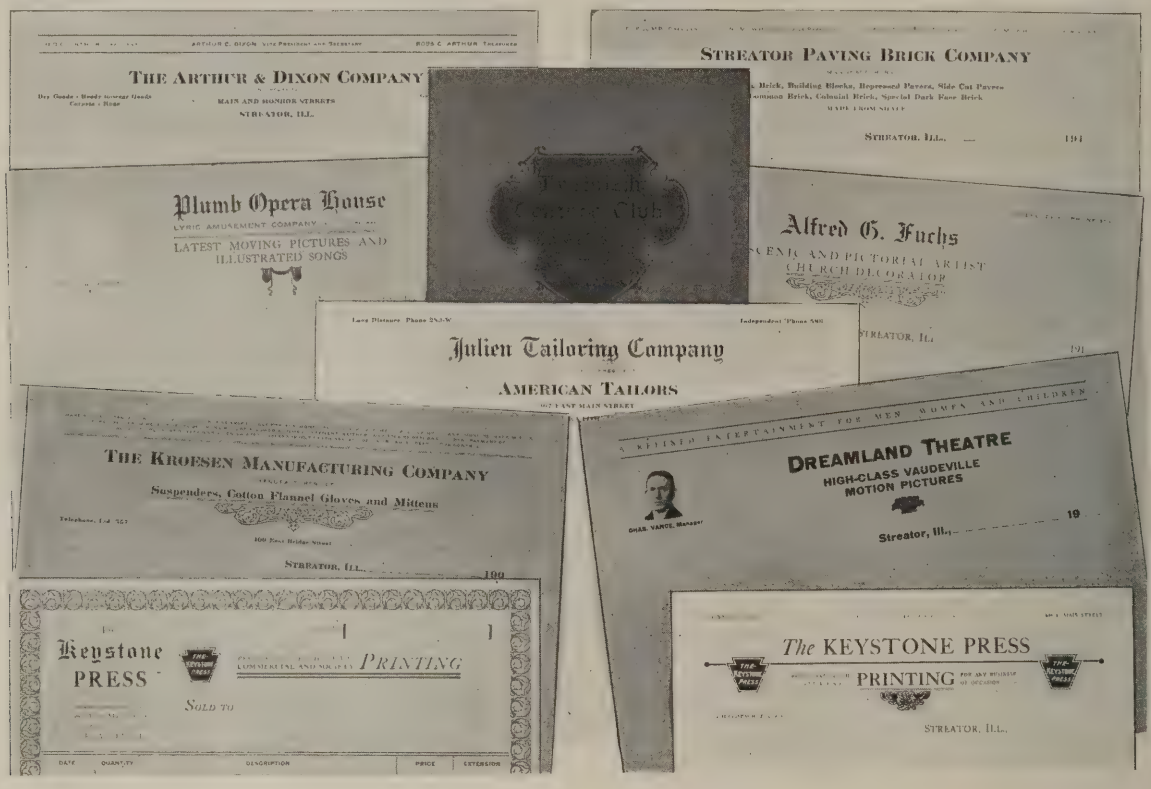
* * *

This little piece of work is the first page of a four page circular printed by the Breyer Printing Company,


Your Bank
should be strong; a bank in which you have absolute confidence. Stockholders are important factors in a bank's solidity. They protect the depositors at all times. Therefore it is important to you that your Bank should have as stockholders, successful business men. We want you to read over the following partial list of our stockholders; note the positions they occupy in the business world, and you will see why the financial strength of the Lake View Trust and Savings Bank is unquestioned.

180 East Monroe Street, Chicago. It is a good piece of press work and is printed in one of those soft shades of ink which are getting to be so popular. It is of

especial interest to note how satisfactorily the compositor has shaded off into the larger size of type at the bottom of the page.

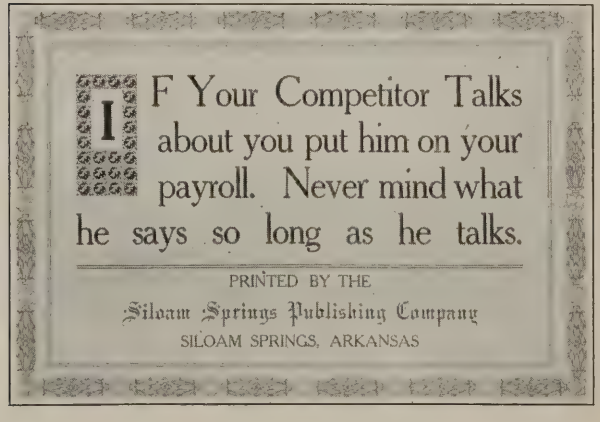


By L. Wietlispach, Streator, Ill.

Philip Ruxton, Inc., the Chicago ink makers, send out a bunch of specimens of good printing which are designed to serve as ink suggestions for their customers. I am sorry that I cannot reproduce them after the original color schemes, but can only say that they are gotten up in combinations of delicate and harmonious tones, which every lover of good printing will appreciate.

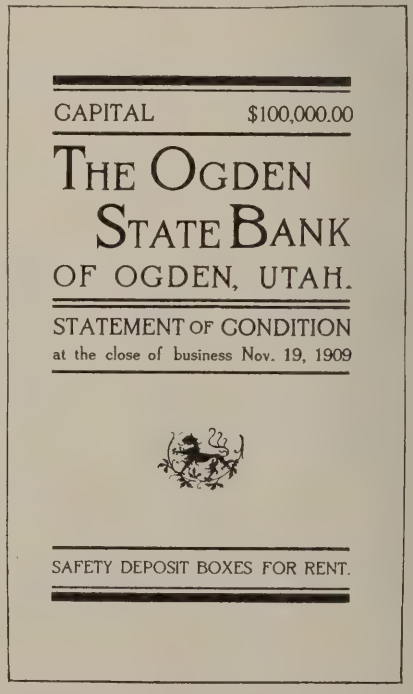
* * *

M. E. Reynolds, Siloam Springs, Ark.—I think you would do well to entirely reset your letterhead, using only one style of text letter and that much less sparing-


IF Your Competitor Talks about you put him on your payroll. Never mind what he says so long as he talks.
PRINTED BY THE
Siloam Springs Publishing Company
SILOAM SPRINGS, ARKANSAS

ly than you have used it in the present instance. I should not let it occupy so much of the sheet, closing it up at least three or four picas and either putting the cut in a box or allowing some of the matter to run over it. Set the name of your company somewhat larger, making it the most prominent line, and let it be the only line of text on the head.

J. Warren Lewis, Ogden, Utah, is the compositor of this specimen, which is the cover page for a bank statement. The type matter is in black and the rules in orange on white cover stock. Mr. Lewis also sends

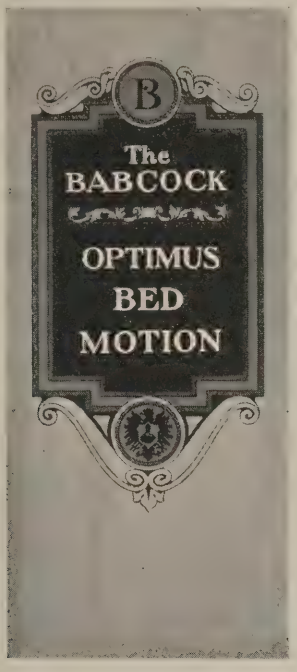

CAPITAL $100,000.00
THE OGDEN STATE BANK
OF OGDEN, UTAH.
STATEMENT OF CONDITION
at the close of business Nov. 19, 1909
SAFETY DEPOSIT BOXES FOR RENT.

a number of other specimens of considerable excellence. I like very much the hotel notehead with the exception of the undue prominence given the street

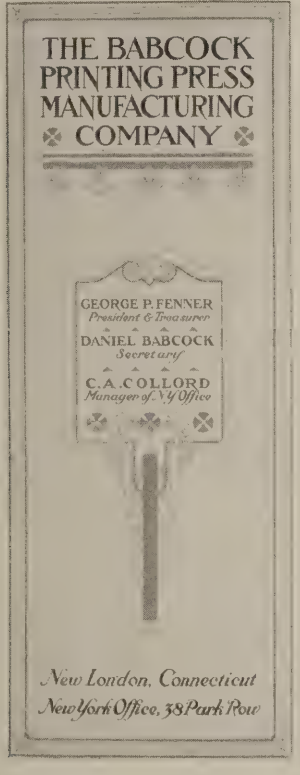
address. It is given much more satisfactorily on the card for the same hotel.

* * *

A booklet from The Babcock Printing Press Manufacturing Company, is so satisfactory all the way



through that I scarcely know what to select for reproduction. I think, however, I shall take the cover and



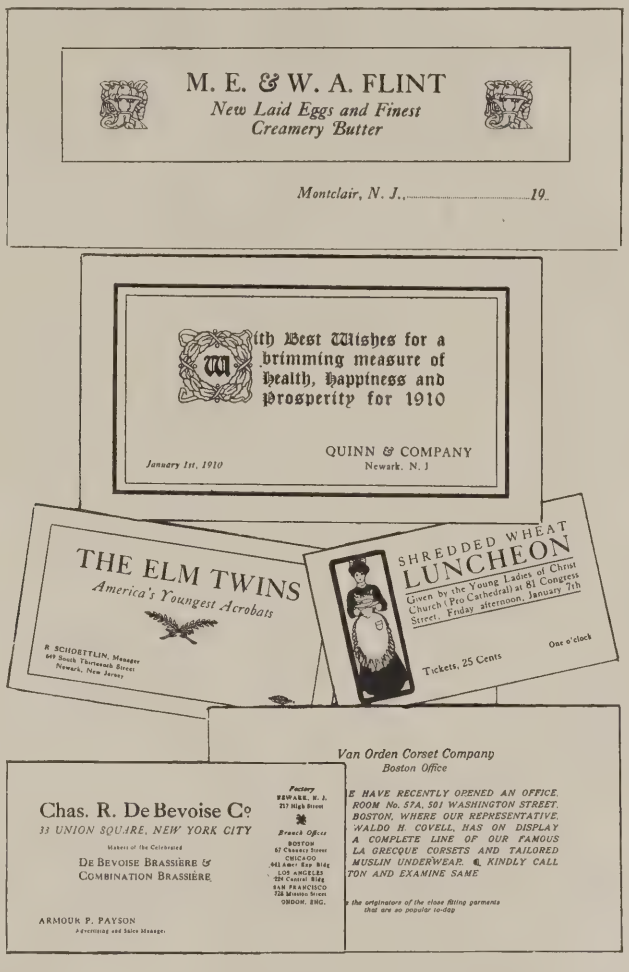
title page, the former is a combination of black and gold, with a touch of olive green, on buff stock.

* * *

L. E. Lookabill, Roanoke, Va., evidently takes pains to use up his scraps by printing circulars and mailing slips to advertise his own business. He has sent me a number of these, which are quite satisfactory. These are sent out in a number of ways—by boys, by mail, in packages of delivered work, and in any way which presents itself. A little more attention to detail in the execution of them would help materially in making them productive of results.

* * *

From A. H. Farrow, Newark, N. J., comes a bunch of work, every specimen of which is worthy of careful



By A. H. Farrow, Newark, N. J.

attention. Both composition and press work are first class, making the work a pleasure to look upon.

* * *

J. Percy Matkin, Mount Pleasant, Tenn., sends a number of letterheads of fair average excellence. The one for Howard & Wilson is by far the best, both as to composition and press work. Some of those on which rule border has been used are quite unsatisfactory because of the careless manner in which the joints have been made.

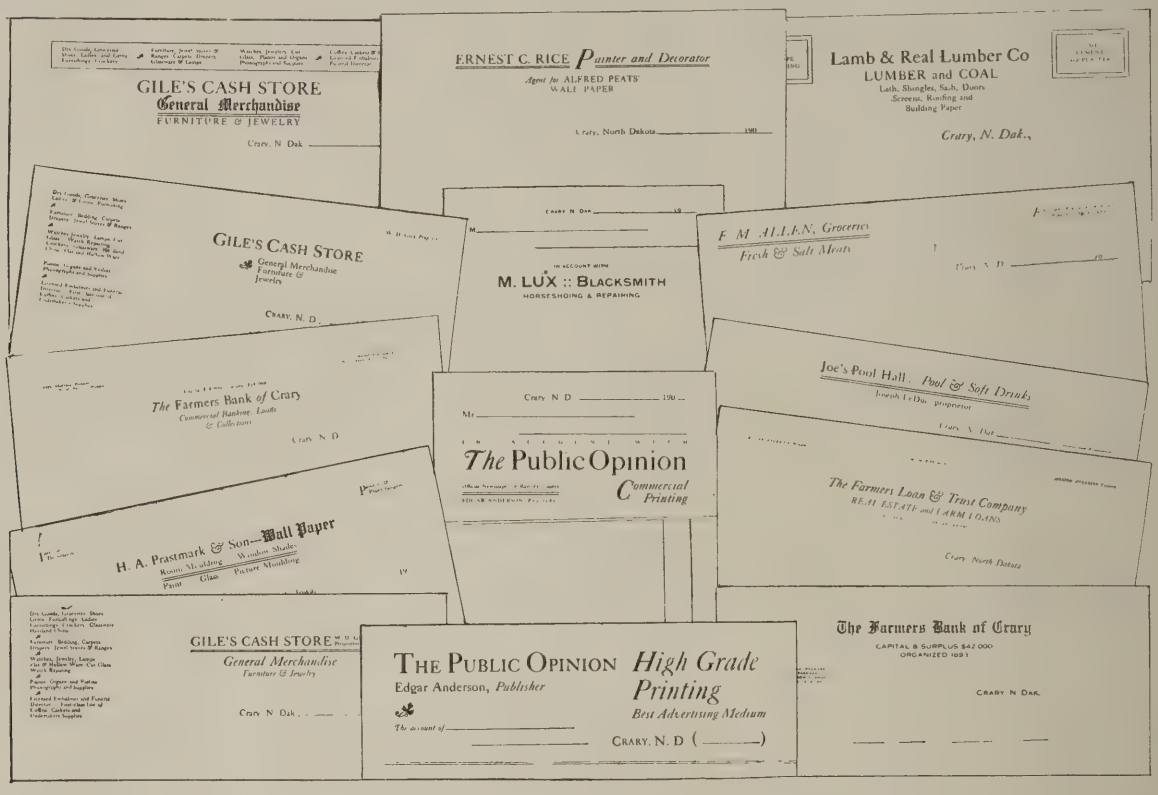
* * *

Arthur D. Shaffer, Alma, Neb., sends a copy of the Annual Booster Edition of *Shaffer's Alma Record.* Considering the fact that it was gotten out, as Mr. Shaffer says, in six days, with the regular force, it is a very creditable piece of work. However, special editions of this kind, coming as they do once or twice a year, should not be gotten out in any such hurry as this. They should be planned a long time in advance and much of the work on them done several weeks ahead of time. In this way an edition can be produced which will be much more satisfactory to the publishers

and will not only bring better results to the advertisers, thus increasing their interest, but will be more generally satisfactory in every way.

* * *

Albert Prastmark, Crary, N. Dak., sends a number of specimens of stationery, some of which he has sent in on two or three different settings in order to show improvement on former work. This is something that



By Albert Prastmark, Crary, N. Dak.

I like, and wish more of our readers would send in specimens in this way. Mr. Prastmark's work is of a high degree of excellence and the reset specimens show that he is making every effort to improve.

* * *

B. F. Harb, Anderson, Ind., sends several pieces of work which are up to his customary standard of excellence. One especially noteworthy job is a program for a monthly dinner of the Commercial Club of Anderson, which is really a delightful piece of work.

Encouraging for Newspaper Educators

The following interesting "Study of Percentages," clipped from the *University Missourian*, as to those already in attendance at the School of Journalism of the Missouri State University, compared with those taking other courses of professional training, is interesting as showing the demand for newspaper education, as well as complimentary and encouraging to the able and enthusiastic teachers engaged in imparting instruction therein:

The number of persons engaged in a professional study of journalism as compared with the number actually engaged in the profession in this State is larger than that shown by a similar comuparison in any other professional school at the University of Missouri, except the School of Engineering.

In Missouri 1,312 persons make journalism their profession. A number equal to six per cent of these is engaged in studying journalism at the University of Missouri. This School of Engineering has an attendance equal to eleven per cent of engineers of the State, civil, mechanical, electrical, surveyors and electricians. This school leads in attendance based on such a percentage.

The School of Law has an attendance of five per cent of those engaged in the legal profession and ranks third in this list. Missouri has 5,285 lawyers. The School of Education comes next after law, with a number equal to two per cent of those who teach in the State. This school had last year 364 students. The College of Agriculture has an attendance of one-tenth of one per cent of those who follow that occupation, and the College of Arts and Science has a similar percentage of those engaged in all gainful occupations. Missouri agriculture claims 463,283 persons, and 1,121,292 people are engaged in some gainful occupation. The School of Medicine has an attendance of two-twenty-fifths of 1 per cent of the 7,174 surgeons and doctors in the State.

This study in comparisons should encourage professional training for journalism. It shows that a school established for that purpose is taking the lead in attendance based on the number of persons engaged in that profession in Missouri. Surely there is a field for schools of journalism.

Arthur Capper of Topeka, Kansas, writes that the issue of *Farmers Mail and Breeze* for February 5th, which was the annual Poultry Special, carried 190 columns of paid advertising, or a total of over 35,000 lines. There were 1,124 distinct advertisements. Mr. Capper claims that this is a considerably larger volume of advertising than has ever before appeared in a single issue of any general farm paper in the country, whether weekly, semi-monthly or monthly. The February issue of *Missouri Valley Farmer* carried 137 columns, a total of over 25,000 lines at $1.50 per line gross. Mr. Capper believes no other farm paper with a circulation of 325,000 or over has ever carried so much business. The money value of the advertising carried by these two farm papers for January and February is just about 100 per cent greater than for the corresponding months a year ago.

Newspaper Consolidation

ADDRESS DELIVERED BY A. Q. MILLER OF BELLVILLE (KAN.) TELESCOPE BEFORE THE KANSAS STATE EDITORIAL ASSOCIATION.

THIS is an age of concentration—not "scatteration." Business institutions in every avenue of commercial life have found it necessary, on account of increased cost of production, to inject economy in some form into their business.

One of the popular methods adopted by newspapers is that of consolidation, of clearing the field of surplus publications, of eliminating the fifth wheels, as it were, that have rolled a way into many communities to "fill a long-felt want,' or more correctly speaking, to present somebody's grievances or to grind some politician's ax.

Happily, this sort of thing is becoming obsolete, and newspapers are more and more becoming business institutions—real business institutons, whose publishers are men with red blood in their veins, who can look the world square in the face without apologizing for their existence, or making an excuse for occupying valuable floor space.

The demands upon newspapers were never before so great; their field of endeavor has increased and with it responsibilities have multiplied. The subscriber is more discriminatng in his news matter, the advertiser is more exacting in the use of his space, and parenthetically, I might add, the politician is becoming more docile and subtle in his nature. All this entails more work and demands added strength and expense in order that the newspaper may meet the public demands.

This is distinctly a commercial age, and perhaps, in no other field of human endeavor, is it more apparent than in the newspaper field, newspapers being particularly sensitive and responsive to the public touch—not to the politician's "touch."

The present commercial situation is the result of an evolution which changing conditions have augmented for years, but which has reached its climax during the commercial age through which we are passing.

The conditions described have resulted in putting on a high pressure in every newspaper office in the country; the printer's barometer has recorded cloudy weather a great deal of the time and the printer's thermometer has recorded 110 degrees in the shade during working hours, which sometimes are not regulated by the eight-hour day. The editor men, working under this uniform high pressure, of course has produced a better product, but has produced it at an alamingly increased cost. The progressive publisher has added one feature after another without adding the additional cost to the sale price. His esteemed contemporary across the street, which paper was started ostensibly to "fill a long-felt want" in the balmy days when 100 pounds of type, a Washington hand press, coupled with the gracious faculty of standing off the creditors, were the only assets needed to start a newspaper. This aforesaid publisher, takes another hitch at his belt, brushes down a few of the cobwebs and puts on a little more pressure in the publishing business. Additional fuel is put under the boilers and the nerve-racking speed limit is reached and passed from time to time until the maximum gait of 90 miles an hour is attained. Bystanders look on with apparent interest, if not amusement, but are not humanitarian enough to interfere by hanging the monkey-wrench upon the safety valve. Hence, with a full head of steam on, and working under this high pressure, the inevitable must happen: either newspaper suspension or newspaper consolidation. To turn back would be worse than defeat, and besides, the public, in tune with this swift moving age, would submit to no backward steps.

There have perhaps been more newspaper consolidations within the past year in Kansas than within any previous three year period in the state's history. After diagnosing the case carefully it occurs to me that this is an indication of returning sanity to the newspaper profession. These consolidations have had the effect of clarifying the field and putting the publishers upon a business basis where they can charge a price commensurate with the increased cost of production, and in keeping with the high quality of the article produced.

In contradiction to the theory that he is a public benefactor who succeeds in making two blades of grass grow where but one formerly grew, I wish to hold up to the public gaze as a public benefactor, he who has succeeded in making one good, thrifty newspaper grow where formerly two or three weak, sickly newspapers existed. It is considered no crime to put out of the world a maimed or crippled animal that is suffering nigh unto death, but rather is regarded as an act of mercy.

Newspaper consolidation has had a most wholesome effect upon many over-crowded fields in Kansas; it has been wholesome in at least a three-fold sense; to advertiser, subscriber and publisher. To the advertiser because he has received an enlarged service at a slightly increased cost, to the subscriber because the news service of the paper has been increased and enlarged, to the publisher because it has increased his facilities for publishing a newspaper, doubled his field and materially enlarged in every way his scope of operations and yielded remarkable returns or profits for the investment, the current expenditures and for conscientious efforts for liberal enterprise and for systematic, well-directed, arduous work, well, usefully, loyally and patriotically performed.

VALUE AND HELPFULNESS ACKNOWLEDGED.

THE UNIVERSITY OF WISCONSIN, MADISON, Mar. 15, 1910.

Mr. B. B. Herbert, the National Printer-Journalist, 4816 W. Ravenswood Park, Chicago, Ill.

MY DEAR MR. HERBERT:—I appreciate very much the copy of the March NATIONAL PRINTER-JOURNALIST with the proceedings of the National Editorial Association. I was also glad to see the prominence which you gave to our little notice of the laboratory. The publicity which you have given us has been of no small assistance in bringing the work we are trying to do before those whom we wish to reach, and I can assure you that you have our heartiest thanks.

Both Mr. Marquis, who has charge of the agricultural journalism as editor of the agricultural publications, and I have been picking up the PRINTER-JOURNALIST at the news stands, and we have both spoken frequently of its interesting and valuable contents.

I am enclosing a two dollar bill for which kindly send me your magazine for the coming year, beginning with the March number. I shall also arrange at once to have a copy in the library and in the laboratory.

I hope you are planning to be in Madison in the near future, for I have not forgotten your kind promise of last spring to address my classes when you come.

Thanking you again for your interest in our work, I am,

Yours very truly, WILLARD G. BLEYER.

Rev. Phillip J. Hasenstab, editor of the *Silent Herald*, and pastor of the Chicago Mission for the Deaf, has not heard a sound or spoken a word since he was two and one-half years old, yet he lectured to a large audience in the First Methodist Church, Oak Park. It was through the voice of Grace, his 13-year-old daughter, that Mr. Hasenstab talked to his audience, and he told them of his works and his travels.

Silver Anniversary of Mansfield, Ohio, News

GRATIFYING AND INSTRUCTIVE POINTS FOR PUBLISHERS

FORTY-FOUR years ago last January, the editor of this paper visited Mansfield, Ohio, and has good reason to remember the visit. It was in January, 1865, and there had been a thaw and heavy rain followed by a freeze and the road leading into the village had been cut up by the travel in the mud and, after the freeze, was as rough as a great grater. Riding on horseback and talking with an uncle who was in a lumber wagon, that by its rattle drowned out ordinary tones of voice or noises, in the earnestness of conversation, the railroad track was reached and crossed, when a train whizzed by, almost striking the wagon. This gave a shock, both to the horses and the men that threatened disaster, and the scene ahead and all the surroundings were indelibly impressed upon the memtablets of the brain.

Then Mansfield consisted of a couple of stores, a blacksmith shop and a few scattering frame houses. The railroad had been built only a short time, but other roads followed, and Mansfield grew and nineteen years later, in March, 1885, W. S. Cappellar established the first daily paper in Mansfield, and for twenty five years has helped on the growth of the place until it is now a proseprous, wealthy, substantial city of over 20,000 population, with great mercantile establishments, banks, and factories that turn out farming implements, stores, machinery, boilers, carriages, brass goods, watch cases, sheet steel, chairs, rubber goods, bent wood, etc., etc., and two daily and three weekly newspapers, and a State institution—the Ohio Reformatory—besides a full quota of splendid schools, and elegant churches and residents. It has had the advantages of a location in one of the richest agricultural sections of the State and has been aided in its substantial development by the numerous well managed industries and a progressive press.

It is with the twenty-fifth anniversary issue of the *Daily News* that we are now directly concerned. The *News* tells the story of its growth and life in the following terms, that contain and record instructive facts that are most gratifying and that speak as well of the splendid development of the city and region that the paper has ably served, under the management of its founder and of the methods and means by which permanent newspaper success has been reached:—

Twenty-five years ago the Mansfield *News* made its bow to the people of Mansfield and vicinity and ever since that date, March 7, 1885(it has been published continuously under the same management and editorial control. It was Mansfield's first permanent daily newspaper and during all of these years it has been a visitor in the homes of the people of this city and vicinity, and we take a just pride in believing that it has ever been a welcome visitor, a belief grounded on the fact that the growth of the *News* has been steady and substantial as shown by its increase from a most modest first issue, a small paper of four pages, published in leased quarters, set with leased type and printed from leased press, with a few hundred subscribers, until the present time, when from its own home, long since acquired, with all the requisites of an up-to-date newspaper, Linotype machines, stereotyped forms, fast perfecting press, an Associated Press wire in its own office, with its own operator, printing a paper of never less than ten pages and ranging from that to issues of twelve and sixteen pages several times a week, and frequently special editions of nearly one hundred pages, the *News* is furnished not to a few hundred subscribers, but with an actual circulation rapidly nearing the six thousand mark, and going into about eighty per cent of the homes in this city.

A quarter of a century in this progressive age brings wondrous changes and none may know and appreciate them more than the newspape which is a chronicler of the local and general news and must keep fully abreast of the times. When the *News* was established the population of the city was less than one-half of what it is today—barely over the 10,000 mark. It had few of the many improvements that now characterize it and make it a city of note among any of anywhere near its size in the United States.

There were those among then prominent and influential citizens who questioned the feasibility or even the propriety of establishing a daily newspaper and there was a degree of conservatism in some quarters well-calculated to dampen the ardor of the most sanguine seeker for a place to found a newspaper plant. But the founder of this paper believed then, as now, Mansfield to be a good place in which to earn a living, operate a business, or own property—an opinion that has never been changed and which has been abundantly demonstrated, not only in the growth and development of Mansfield, but in the increasing prosperity and influence of this paper.

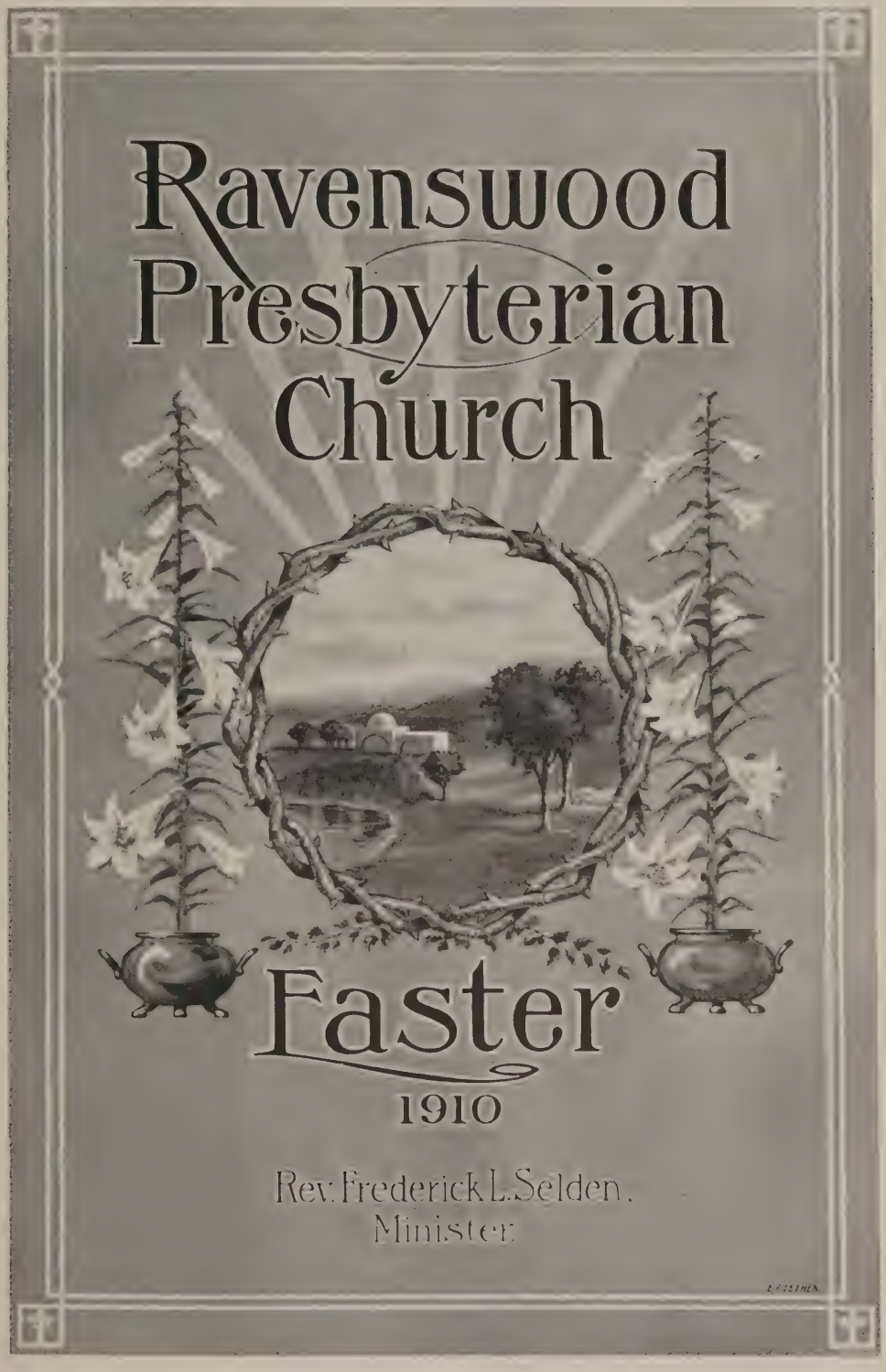
But success was not instantaneous so far as this paper was concerned. There were many obstacles to overcome. There were many days and months and even a year or two when there was greater outgo than income. At times there was opposition that was far from fair. A paper that amounts to anything caonnot help but make some enemies. A fearlessness that points out and condemn public abuses is bound to make personal enemies—and the *News* has had its full share of them—but newspapers, like men, are oftentimes admired for the enemies they make and are really benefited by the hostility manifested in some quarters. Thank God the *News* has never asked, nor will it ever ask quarters from rascals, nor will it ever be deterred from standing up for Mansfield and what it believes to be the best interests of the city and its people.

In its work it has had the help and the co-operation of many, both within and without the circle of its immediate workers. In the twenty-five years of its existence this paper has not only had the intelligent, faithful work of many bright men and women and youths in its various departments from editorial and business offices, to the mechanical departments and the active carrier lads—some of them now substantial business men of the city—but the moral and the material support of the best citizenship and business and business life of the city."

The first page of this very worthy silver anniversary edition, very appropriately contains a fine three-column halftone portrait of "W. S. Cappellar, President and General Manager of the News Printing Company, who founded the Mansfield *News* twenty-five years ago," a man who needs no introduction to the readers of the NATIONAL PRINTER-JOURNALIST, who attained to the Presidency of the National Editorial Association at the Convention in St. Paul in 1891, and who presided over the memorable convention at San Francisco, Cal., in 1892. This paper has had frequent occasion to refer to him as well as to the successful methods employed by the Mansfield *News*, in rendering valuable services to the community and in winning substantial, well-deserved good-will, interesting all the people and securing an increasing circulation and local support. The fame of the paper's annual children's day and of its attractive special issues has been made world-wide. One feature, the loyalty and long, faithful service of the paper's employes, has not been made so prominent, though this was something to be expected from the policy of the paper toward the public.

This anniversary issue of March 7th, gives the portrait and a brief sketch of Henry Pfingstary, who has been foreman of the composing-room during the entire twenty-

five years of the paper's existence. His picture shows him to be a man of ability, force and character. His appearance is such as many a U. S. Senator might envy, but, then, it requires more ability to perform the duties that have fallen to his lot than is generally found as belonging to the members of the upper House of Congress. He has had the supervision of the make-up of the paper as well as the charge of the working force during these years of success, and everything that has gone into the paper has come under his notice and supervision, and, as is stated in the article, "it is not an easy matter to work off a surprise on him by printing something that he has not previously seen. However, it was planned, in this one instance, to get his portrait and brief sketch of himself in this issue without his knowledge and it is stated that his surprise in this partcular would be greater than that of any other reader of the *News*.



Designed by E. F. Latham, with Rogers & Co., Chicago

A Model Church Program Cover for Easter

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at e Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, APRIL, 1910

Two addresses by Arthur Brisbane will be found in this issue of the NATIONAL PRINTER-JOURNALIST. The address at the organization of the educators of newspaper makers, at the Kansas State University, was held over from March on account of the press of matter connected with the N. E. A. Convention, but has lost naught by the delay. The truths enunciated are good for all times. The talk on advertising before the Chicago Advertisers' Association is straight from the bat and will be found especially profitable and entertaining. Editor Brisbane has the faculty, that was possessed by Wendell Phillips, of dignifying everyday truths and of stirring opinions about the roots. It is not necessary always to agree with this peerless editor in order to be profited by what he writes or says. He awakens thought, arouses conscience and puts men on the way to attaining to the right and to a broad righteousness in all the practical affairs of life. We say this, though not in harmony with much of the politics or of the methods of the papers that he edits and for the character of which he boldly, and with some evident pride, takes the responsibility. It is much better for a newspaper to be alive, earnest and, if the opportunity presents, sensational, than to be neutral, apologetic or mincingly nice or cantingly moderate or conservative. As he indicates, black storm clouds, flashing lightning, and rolling thunders, and the accompanying rain and winds, have very important uses. There is feeling, life and action in the daily events, affairs or concerns of men, that ought to lose nothing in their recording and publishing, but, the rather, should be made to arouse and inspire, to cause new germination and the springing up of new life in the hearts and minds of men, that they may bear fruits in nobler deeds. It is said that Mr. Brisbane receives a salary equal to that paid to the President of the United States, and he earns every dollar of the money, which, as he rightly says, the readers of the paper and the advertisers therein, not Mr. Hearst, pay. The readers and advertisers receive the first direct benefit; what remains in the way of profit justly goes to Mr. Hearst for his large investment and his wisdom in employing such a man with worthy assistants. We frequently hear, of late years, about the little value of editorials to newspapers, but we are convinced, both by observation and experience, that hundreds of thousands of copies of the Hearst papers are bought, in every part of the Union, almost solely for the purpose of reading the editorials. In traveling from the Atlantic to the Pacific and from the Lakes to the Gulf, from Boston to New Orleans and Los Angeles, we have never found a place where the newsboys were not crying one or the other of the Hearst newspapers. Now, the Hearst papers sell for a cent, and the possible margin of profit on each must be small, and it may be taken for granted that the newsboys are not handling them without there is ready sale. It must be taken into account, too, that all over the United States there are excellent local dailies that give all the telegraphic news as well as all the news of their different localities, so it cannot be alone or chiefly for the news that the Hearst papers are so widely bought. It must be largely for the editorials that deal earnestly, instructively, convincingly, fearlessly, truthfully and entertainingly with the affairs of life, as well as with governmental questions, supplemented by editorial and special writers, like Dr. Parkhurst and half a score or more others, who speak from hearts to hearts, with instructive, intelligent, deep conviction and genuine human sympathy, understanding and feeling. It may be that editorials in some papers are of little value and less interest, but it is, to our view, more the fault of the editors, their lack of deep conviction and of a clear understanding of the wants of the people, than it is anything else.

* * *

There has not been, for long years, a time when the fields gave better promise for wise planting, through appropriate editorial writing, than today.

* * *

There is a spirit of improvement, of the betterment of governmental and other conditions and of domestic and industrial uplift, and the people are waiting for leaders, and look to the newspapers for aid and enlightenment.

* * *

There has been a campaign for some years past for good roads, and instruction along this line is received with gladness, and editorials urging the cause fall into open and willing minds. The ground is fallow, wait-

ing for intelligent planting or sowing. H. B. Varner of Lexington, N. C., entered this field in his local paper, and so rich did he find the prospects that he started and is publishing a splendid monthly paper, called "Southern Good Roads," in order to meet the demand and occupy the ground. Good roads, for years to come, will afford a topic for useful and vigorous editorial writing.

* * *

Then, there is the matter of conservation of national resources and, incidentally, the aiding of the cause of water-route transportation and the keeping of our streams pure and the water wholesome, that is everywhere a local as well as a national matter or question. Our farms are being impoverished by erosions and valley lands rendered useless by floods, streams being transformed into cesspools, breeding disease, and our rivers being filled with mud and filth. To prevent all this, work must be done on every farm and garden, in every village and city.

* * *

For threescore years and more, our cities have been ruled and robbed by corrupt politicians, bosses and grafters, with only temporary refoms or remedies, but a way has at last been found to secure honest administration through placing the management of the affairs of the cities in the hands of reliable commissioners, who use the same intelligence and honesty as do boards and directors of great factories or banks or schools. A score or more of cities in the West and South have adopted the plan with success, but ten thousand other cities are waiting enlightenment, and the people are anxious for the results that are to be secured by the new plan. It is up to and a part of the duty of every newspaper to investigate, inform, and to push on the good work.

* * *

Some method must be devised for putting the U. S. Postal Service on a business basis for the economy and benefit of the service. This concerns every citizen as well as every publisher and is a matter that affects purity of politics and honest management of the affairs of the people. We were going to write "government," but there is a great deal that goes under that head that is not government at all. We have no rule in this country except by and for the people, as they consent to be guided by certain principles, enacted into laws, that are explanatory of, and are designed to enforce mutual and individual rights that grow out of the relations of life and business. These ideas need constant enforcement.

* * *

Then there are a thousand and one other matters pertaining to the callings in which people are engaged and in recognition and safeguarding the rights of the public as well as of the employers and employees, the education and industrial training of the youth, good morals, good behavior, health, comfort in our homes, etc., so the subjects are beyond enumeration that should be constantly treated editorially in the public press, which is everywhere and all the time concerned as to all that may touch the readers in all their varied interests and relations with each other and to the great body politic.

* * *

One of the commendable features of home papers, all over the country, is that of working for and exploiting everything that helps to the betterment, beautifying, rendering more industrially prosperous, more healthful, and more desirable in every way, as to good government, taxation, schools, industrial training, prosperous industries, parks, streets and so on, in their respective cities. All these cover a work that makes more useful and dignifies the press. In what has been written here, the object had in view, is that of making these lines of effort still more general and more persistent through showing the natural rewards or returns to be realized by the newspapers, while doing valuable service for their constituents and communities in whose prosperity and well-being the newspapers must ever share and on which they must largely depend for growth. In the earlier days the helpful work of the press could be largely devoted to the exploiting of natural, undeveloped resources and the opportunities afforded thereby. These opportunities have been very largely embraced, and now there remains the equally useful work of the encouraging of improvements and advertising the superior attractions for settlement and for a more thorough and scientific and productive development.

Just as we are writing this, there comes to our desk, from one of the leading engraving establishments of the country, an article for which we will find place in our "Business Notes" department in next month's magazine. It is devoted to "Publicity for Towns," and is along the line of thought here presented.

* * *

The local newspaper should ever co-operate with Boards of Trade, the managers of which should, also, ever look to the home newspapers and printing offices as the natural sources of promotive publicity. This can be assured and all such work can be secured if the local editors, publishers and printers prepare themselves to suggest best methods, to lead and effectively and acceptably to serve. It is profitable to keep in close touch with all, whether engravers or others, who are engaged in producing attractive advertising and, spurred by competition, are ever studying and planning for something more attractive, more enticing and telling. Art in advertising is characteristic of this day and age, and the accomplishments attained therein are subjects for pleased wonder as well as of most gratifying satisfaction as to the results reached thereby.

Advertising Broadly and Practically Viewed

A TALK BY MR. ARTHUR BRISBANE OF THE HEARST PAPERS BEFORE THE CHICAGO ADVERTISING ASSOCIATION, MARCH 24, 1910.

THE editorial and business ends of a newspaper are connected. The business manager who does not understand the editorial department and appreciate it is a very poor manager, and the editor who does not realize that the work in the business office is more than one-half of all the work, is a very poor editor. The combination of editor and business manager is of a modern development. It was, of course, the beginning of the newspaper business. In the early days, I suppose that a man like Joseph Pulitzer, for whom I once worked, was his own editor and his own publisher. Then as he got more prosperous, perhaps, or as others did, they separated, but they are coming together. There is no longer any limit to the possibility of newspaper development. A man can have a paper in New York and in every other city in the United States if he has the right kind of ideas for the people of the country and if he has the business managements. The newspaper business is an extraordinary business in this respect, that you can use simultaneously in a hundred cites, any ability you can employ or buy.

I was talking the other day to a business manager in New York, Mr. Erlanger, who is a big theatrical man, you know, and he looked very much interested when I pointed out to him why Hearst—or, say a man in his business—if he had an actor like Drew or Barrymore, a newspaper actor, he could have him appear simultaneously on a hundred different platforms and for the same salary.

It is a very good thing for the editor, and it is a very good thing for newspaper workers, for the man who is of value in his business can be used in a hundred cities instead of one, and eventually he will get a hundred times as much as the man in one city. I think we will all live to see some very well paid newspaper men. It is not a luxury to pay $50,000 or $75,000 a year to a writer, as Hearst does, because if you take the biggest salary that is paid and divide it up among five or six different cities you get a very modest salary of $12,000 or $15,000 a year for each city, which amounts to nothing in these days.

I don't look upon a single newspaper as a newspaper at all, any more than I look upon the little old-fashioned store as a store. A man wants to be a wholesaler as well as a retailer. A man who only runs one newspaper is probably a very nice man, but he is not modern. He belongs to the old-fashioned, driving stage coach system. I prefer a man who has a newspaper system like that of a railroad system. In that system, whether newspaper or railroad, the business management and the department of ideas have got to be closely connected.

To get away from that I will get down to advertising.

I understand most of you write, that is, you sell or buy advertising, and you are all interested in the production of advertising.

To write advertisements is the most difficult thing in all the business of writing, because when you write an advertisement successfully you must, to begin with, overcome a man's reluctance to read you. You must interest him in what interests you. I can interest people in my stuff in the papers quite easily when I write. For instance, I wrote an editorial the other day in New York. I saw that the Senators down in Washington had put up a sign in their restaurant saying that no tips must be taken by the waiters. I suggested it would be more valuable to the United States if the waiters would put up a sign in the Senate saying that no tips must be taken by the Senators. When I had my luncheon yesterday at Schlegel's a very nice young German waiter took this editorial out of his pocket and he said, "This is in the pocket of every waiter in Chicago." I daresay that is exaggerated, but I noticed when I had my luncheon at Delmonico's in New York, before I left to take the 3:30 train, one of the waiters there, whom I have known for a good many years, came over and handed me this.

It is not very difficult to write editorials that are successful, all you have to do is to tell the people about themselves, about how they feel.

I had an editorial in the paper yesterday in which I had pointed out that a man with his head in the air cannot think—some of you perhaps saw it. Now, I think men waste their time smoking, because when they smoke they throw their heads back, and they cannot possibly think. To think a man puts his head down—he has got to because you have to put the blood in your front brain—that is natural. That editorial I heard from at this table. (Laughter). Now that is very easy to write, because you are smokers, and you are interested in this proposition.

When you write an advertisement you have a very different thing.

Now, I can talk to you about this new statue of Borglum's—I told Mr. Parkhurst to write about it the other day—where a man shows Atlas as a woman holding up the earth. You all read that, and it was very interesting. If I wanted to talk to you about this pair of suspenders and interest you, in that, it is extremely difficult. If I wanted to talk to you, as Mr. Brush does, about a new kind of radiator or a new kind of boiler, that is a very difficult proposition. If I should say to you men now, that you have very interesting noses, you would all feel of your noses and look in the glass and read my editorial, because it is your nose. See? If I try to interest you in some money-making scheme or some merchandise scheme it is very difficult.

I tell employers—(I know a good many of the biggest advertisers—in fact, I have written a few advertisements myself, occasionally write one for some personal friend)—and I will tell you now it is the hardest possible work, and it so hard that it reminds me of an experience that I had with a friend of mine, Thomas A. Edison. It may interest you if you are in his line of work. He decided to give it up advertising the Edison phonograph and to let it sell along in just its regular way. I told him he should go along and push it. I told him what I thought ought to be done to push this particular thing, which I consider one of the greatest benefactions in his particular line. I told him how. He sent the president of his company to see me and this man said, "If you will write those advertisements we will take five pages and put them in the *Evening Journal*. Now I like to do what I can for the business department. I am perfectly aware the business department pays my salary, Hearst doesn't pay it, the men in the business office, the advertisers, the successful merchants, they have to pay it. I said, "All right, I will do that, but it is a lot of trouble, and if you print those five pages in the *Evening Journal* it will cost you $1,000 a page, which is our rate to print them, and I will charge you $1,000 a page to write them, which is reasonable enough as a sample." (Laughter).

Now, I have in my desk a contract from the Edison Phonograph Company, which was signed nearly two years ago, and I have not yet written the five pages. Every time I think of it it gives me the shivers—to think of turning out really five pages of advertising copy. I rather think now I shall never write them. I am perfectly certain how it ought to be done, but to do it is very difficult. I could write you an editorial on the subject, I could interest you in

Edison's personality, but when it comes down to accomplish, when you have got to prepare a statement in plain English, which is more easy to write than to read, when you have to do that and make a man interested after he has finished reading, that is a very hard proposition.

There is no writing more difficult, which has greater temptation to foolish writing, than in the advertising business. A man who writes advertsements has all kinds of difficulties. First he knows or sees the buyer. He knows he must get into that man's mind, his ideas—that is the thing. Then he sees the man who employs him, the seller. Now a man may be a magnificent manufacturer of suspenders and a poor judge of writing, and when a man's whole life is wrapped up in suspenders he wants an advertising agent who will make it clear that when Alexander invaded Asia he had suspenders in his mind. That is the size of it. They want their own business glorified. They don't want it treated in a small suspender way. That is one of the difficulties of an advertising writer.

of that firm will never take another man's dollar. He wanted to give them 4 per cent interest on the money, and wanted to let them have all the conveniences of a credit system. Day after day he had this advertisement in all the newspapers in New York. Finally he said to me one day—we were having lnucheon with his partner and his brother—and he said to me: "I thought that was a good idea and my brother Isadore said it was not a good idea, and now it turns out it is not a good idea because we don't get this money after all this advertising." I said let me write your advertisement, I know what you want and it is not in this advertisement. I will go home and write myself an advertisement about that, and you will get their money, I think." I wrote him a page advertisement of the simplest kind. First I attracted attention to the page—(he has used it, I suppose, a thousand times since)—it was a full page advertisement, and I put across the top of the page, peculiar to the order, a little dude in tuxedo evening suit, fat face, foolish little man, and in front of this I had seven astrologers

The Poor Richard Club Dinner, Bellevue Stratford, Philadelphia

Then a great many go into advertising writing—that is being done more and more in the hiring of specialists, who don't understand writing. You may be a very good business man, and you may understand mediums. You may do almost everything, except write a sentence in a way that a man will read and understand, and then you cannot make a success of the business. It is a very hard business.

I will tell you, if I have time, one sample of that kind of advertising writing, with which I had personal connection. In New York there is Nathan Strauss, in my opinion one of the most admirable men in this country, and one of the most generous, and everything he has done interests me. I am sorry to say that he has gone abroad, being very ill and not able to attend to his business. I know what he tries to do, and I help him. Now, he had an idea to get money. He wanted the purchasers in his store—he sells on a cash basis—he wanted his purchasers to put their money with his firm, and the firm is better than any bank in New York, I should say certainly as good, because the members

with peculiar caps and stars on their caps, and underneath that I had the lines familiar to all of you, "A fool is wiser in his own conceit than any man who can render a reason." He said, "That is a nice picture, but I don't see what it has to do with leaving money in my store." (Laughter.) I said, "It has nothing to do with that, but it has to do with attracting attention to the old astrologers. I have to attract attention first." Then I wrote a short advertisement, what I believed good to go with it. This I could do, because I have written editorials upon the subject of people saving. I knew it was a good place to put their money—I put my own there. Inside of a week Mr. Strauss told me he had $450,000 in their banking department, as a result of that single statement, because people knew what it was—knew what it was about.

Now as to the importance of advertising. A man who advertises a business properly is a benefactor, and helps to economize money for the people. If a man can manufacture a million things and sell them, he can afford to sell them more cheaply than if he makes and sells only a thousand.

In addition to that, the man who establishes a firm advertising reputation—this is very important—establishes a guarantee of quality. If a man puts a million dollars into a factory he would not foolishly, to save a few dollars, run the risk of burning down that factory, especially if not insured. When a man has put a million dollars or ten million dollars into an advertising reputaton, that is just as much of an investment, just as valuable to him, as if he had put it into bricks, mortar and machinery. When a man has established a certain line of goods, and put a million dollars into the advertising of that line of business, you can be perfectly sure that he will not set fire to that reputation, because it is a thing you cannot insure, and you cannot get your money back.

The old fashioned man imagines that when he bought an advertised article he paid for the advertising. The modern man knows that is false, that the value is in the goods and they are just as cheap. Now that he has not been understood, and you want the people to understand it.

I believe that if every big merchant would advertise, "This is my statement, this is my word, and I have spent in advertising $5,000,000 or $10,000,000 in advertising this fact, and that much money is back of my statement," that it would have a great effect.

For instance, do you suppose if I went to Pear's soap people with the proposition to make their soap for half price and lose the quality for only one-tenth that they would take my proposition? They would say "We have $100,000,000 invested in Pear's Soap"—I suppose they have that amount invested in one way or another, certainly $50,00,000—"do you suppose we would do that with $50,000,000 investment, for the sake of a little economy?" That is a good thing to call to your minds.

Now about the places to advertise. All of us, who are newspaper men, have a good joke on the monthlies and weeklies. If you went down to see Mr. Curtis, of the Ladies Home Journal, one of the ablest men in the business, and one of the finest, or if you went down to see Mr. Bok, who has ten times as much brains as the foolish young editors who make fun of him, they would tell you, that as advertisers, the Ladies Home Journal and the Saturday Evening Post are the only mediums in the world, no matter what you want to do. They are very good mediums. I don't know that they are the best mediums, perhaps they are, I am inclined to think they may be, although the Daily Press is pretty good, but they would explain to you that there is nothing that you can't do through their periodicals. They would say, "Oh of course the daily newspapers, but you cannot produce the results."

But the other day Mr. Curtis and Mr. Bok certainly appeared on the scene as advertisers. They wanted quick results, and wanted to reach the greatest number of people in the least possible time. When I picked up the evening Journal I found a two-column advertisement from Mr. Curtis and Mr. Bok showing why the Government ought not to increase the cost of mail matter. When I picked up other newspapers of good circulation, I found the same thing there. So you see it from their point of view. I don't think you will see that two or three columns in the Ladies' Home Journal when it comes out, because by the time it has gone out it wouldn't be worth while even to waste their valuable space on it, because we have advertised it so well. (Laughter and Applause.)

I don't say that as belittling the monthlies and weeklies I think they are extremely valuable.

Now the intelligent man is the man who advertises in all directions. For instance, you have in Chicago the most intelligent advertising firm I know of—that is among those I know personally—and that is the firm of Hart, Schaffner & Marx. I am sorry to say their ignorance is so great that they don't at present advertise in our papers, nevertheless, I will give them credit, indeed, for being the most intelligent advertisers, and I think that they will ultimately reach the height of intelligence, which is reached through our papers more than any other. (Laughter and Applause.)

Do you know what these men have done? They have not advertised their goods at all. They have advertised their quality. They have advertised not for men to buy Hart, Shaffner & Marx suits, but they have advertised to influence the retailers. They have done that very ingeniously. They have put their advertisements in Collier's, or the Ladies' Homes Journal, or the Saturday Evening Post. The Post, I think, is more of a direct medium, as certainly the lady who reads the Ladies' Home Journal does not go out to buy several pairs of pants, waistscoats or coats. But these people have built up a reputation. They have got so now that a man nowadays feels almost ashamed to order clothes made. They painted such beautiful picture men in their clothes, that when I looked at myself in the glass I saw that the trouble with me was that I hadn't a Hart, Shaffner & Marx suit. (Laughter and applause.) They have actually created that impression. That is another line of advertising and a very fine line.

But I do believe, and I tell them that too, the man who does that kind of advertising ought to do the other. Advertising is just exactly the same whether you are advertising goods, or whether, as in the case of Bok, you are advertising opinions. That advertising is daily advertising, and I could tell Mr. Bok this with all modesty, if he will come to New York City.

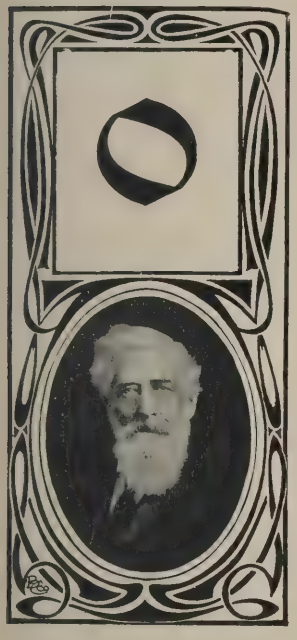
At a dinner, which Mr. Kohlsaat here attended, given in honor of Lord Northcliffe by Frank Munsey,—(I told Munsey not to ask me to speak) but when he did so, I told the truth when I was talking—there was not a President of the United States, there was not a Senator that I know of, there was not a Judge that sat at this table, there was not a citizen of the Government of the United States—J. P. Morgan sat on one side and Ryan sat down here (indicating) and Widmer of Philadelphia at my right, fifty of the biggest and richest men of the United States sat at that table,—and I will tell you they know the paper I represented—Mr. Kohlsaat can tell you—and when I spoke to those people I spoke very badly and very impolitely—Mr. Beck of the Times, was there—and I said this: "There is one thing that the men at this table care about, and the Government of the United States, and that is the publication in New York of the one-cent evening paper. That is perfectly true. That is because it reaches all the people all the time, instantly, and the people believe it. You see reputation is reputation. You ought to have the goods if you are selling."

I spoke of Pear's soap—or, take Ivory soap. One of the biggest men in the country told me that if he were to spend $100,000,000 in advertising in competition with Ivory soap, he couldn't get away any of the Ivory soap's business. They have rubbed it in and in and you can't get it out.

Now daily newspaper advertising, morning, evening, and Sunday newspapers, is the only way you can get an absolute reputation. Keep on saying it, never stop. I said to Mr. Brush the other day: "Don't advertise your heating apparatus, only in winter, but advertise it all the time. On the hottest day in summer say, "This is a hell of a hot day, it will be just as cold in winter." (Laughter and applause.) Make a man think about your radiators on a hot day as well as on any other day. If you talk to him all summer, by the time winter comes he will think that you are the only radiator man in the world."

I have to catch a train and I much obliged to you. (Applause.)

EDITORIAL NOTES AND POINTS



ORGANIZATION and systematic, persistent efforts are the recognized means of success today in every undertaking and in every line of business. Inferior men overcome the strong by the use of these. The people lose their control in cities, states and the nation, and are misruled and robbed by politicians, inferior men, selfish and unworthy, because the latter are organized and work systematically and persistently to secure public positions and graft, while the people are unorganized and indifferent and are only spasmodic in their efforts for good government and the enforcement of their rights. A free, loyal, and independent press is all that saves from ruin, and there is a necessity for the press to be organized and insistent or its saving power will be overthrown. Already there are evidences of systematic efforts to destroy the people's trust therein, in face of the fact, that the press cannot exist without loyalty and service to the great body of the people, their constituents, on whose subscriptions depend existence and all the value of publicity to advertisers in the pages of the newspapers and magazines, for, to make advertising of any value, publications must not only have subscribers but their confidence and permanent goodwill.

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In writing in the "Annals of Iowa" of the "Republican Presidential Preliminaries" in that State in 1859-61, Professor F. I. Herriot states some broad principles that are no less applicable to printers than to politicians. He says: "Complete alignment, certainty and unity of purpose, capacity for hearty co-operation and concentration, are the requisites of success." Many men who have the ability and ought to succeed, mourn over their failures, despite of superior ability, capital, equipment and untiring effort, and wonder over the successes, if they are not even envious, of those inferior to them in all these, unmindful or forgetful of the fact, that in this day, at least, unassociated, individual effort, no matter how great and how much aided by capital and mechanical equipment, can accomplish very little in competition with thorough organization and the existence in business, newspaper making, printing or other industries, of this great desideratum of "Complete alignment, certainty and unity of purpose, capacity for hearty co-operation, hearty co-ordination and concentration." These things are just as necessary to the employees, for effective, paying results, from which they must alike get their reward, and by which their wages must be regulated, as they are to the employers. "No one liveth unto himself alone" or can live decently or prosperously to himself alone, in this age. The one great lesson and principle of mutual interest, effort and service must be enforced and lived up to in every publishing and printing office to insure success.

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The evidences of conscientious care, of a high regard for the work, as well as equal mindfulness for those served thereby for their interest, satisfaction, goodwill and pleasure in a well gotten up and tastefully printed job or newspaper, is a kind of advertising that carries goodwill and wins friends, as much as does the art displayed therein. Power is shown in good work and good work begets power and all men respect and bow acknowledgment to power. Do not let anything that goes forth from your presses indicate weakness, lack of skill or ability.

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Next to perfect co-operation and fidelity within the establishment, comes well directed, discreet, broad publicity. This publicity may come first from the superior, prompt and satisfactory results, secured through the wise, efficient co-operation of workers and the fame of this is spread by one satisfied patron or customer to others, but in this age of hustle, when everyone is busy about his own affairs and when, to keep the expensive machinery going and to meet the necessary overhead expenses, customers or purchasers must be numbered by hundreds or thousands or even by millions, the letting the output advertise the business is too limited in the circles to be reached and too slow in bringing results and there are too many competitors and too many to be served. Products in satisfying quality should be at the basis of all publicity but advertising cannot be limited thereto. Our newspapers and magazines, through their well filled advertising

columns and pages, bear testimony that this fact i widely recognized, yet newspaper workers and printers, having the best means of broad publicity under their own control, have been apparently, as regards their own establishments, the slowest and most neglectful in using publicity, persistently and intelligently. There are some good suggestions along this line in our "More Work Through Publicity" department this month, as well as to effective methods used by the most successful newspaper men and printers. These should be studied. One suggestion, adopted and followed up, will pay the subscription price of this paper for five years and leave a tenfold profit besides.

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The issue of the Watertown, N. Y. *Standard* of March 12th was commendable as a specimen of excellent newspaper printing of the kind that attracts appreciative attention and awakens pleasure. There is a beauty, a joy and an inspiration in clean, well printed pages. They constitute a good kind of advertising in themselves. This was the "Easter Edition" of the *Standard* and contained thirty well-filled, seven-column pages, giving the news of the day, a wealth of entertaining miscellaneous matter and illustrated stories and well gotten up and properly displayed advertisements about the local merchants and what they were offering in the way of special Easter merchandise. A copy of the previous issue of the paper of three years ago shows how great has been the improvement in both the paper and in its buiness. General Manager Albert W. Fell and his coworkers are to be congratulated on the excellence of this special number and on the general improvement of the paper and its business.

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Some good suggestions will be found this month in our "Job Review Department" about sending out specimens of the best work done in your offices. There are always pieces of work passing through an office that will, if copies are distributed judiciously among those who are likely to want particular printing, increase faith in the ability of the office to do such work as may be wanted and will bring business. In most such jobs, customers will have no objection to the printing and distributing of a few extra copies for your own benefit. It helps you and causes the customer no loss or inconvenience and, at times, is of some value to him in advertising his business.

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In a recent talk before the Rochester (N. Y.) Ad Club, Don C. Seitz enunciated the following views alike valuable to advertisers and publishers:

We hear much today of the increased cost of living. I believe the customer is to blame for much of this bad condition. He doesn't know what he wants and the good things that he really needs have to be forced upon him. Here is where the advertiser and the advertising man meet on common ground. Two elements must be made to meet, and this is the work of the advertising man. He must study the readers of newspapers and magazines and try not to increase the space bought by customers, but to bring the best results to buyers of that space.

In these days of advertising the man who uses all the papers, with proper consideration of the classes of people to whom the papers appeal, is bound to be successful, provided he can show the goods he professes to have. We have a gay American habit of saying one thing and doing another, and lots of us wonder why we don't succeed. After all, the plain truth, simply stated, is the best form of advertisement. We don't need to make a big furore about what we have to say. All this language with its flowers and trimmings is a pure waste.

It is the mission of all dealers and manufacturers to serve the best interests of purchasers, and it is the duty of the publisher to help in bringing customers to know how and where their needs can be best supplied. Advertising should be looked upon as real, honest, helpful service. The publisher must study and understand what will be most valuable to his readers and then seek his advertisers among those who can best supply their wants. The producer or dealer should seek out those mediums that reach the classes of people whose wants he is prepared to supply and then help, through advertising therein, to educate these prospective customers in what are their needs and how they can be best supplied. Intelligent buying is the greatest economy and the producer and publisher must unite in the campaign of education therein. Nothing is high that meets a real want and returns a proper profit to the purchaser, but things that are not needed or that are not sources of profit are high at any price. It is to the interest of both dealer and publisher that the purchaser should receive the highest possible benefit or profit. Securing sales to purchasers who lose by the purchases is the ruin of business and of advertising. Helpful, reliable information, clearly and directly stated, with every statement made good to the parties needing the information and the articles advertised, is the whole secret of success in which dealers, publishers and buyers permanently share.

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Nine-tenths of the newspapers of the United States conduct job printing offices as one branch of the business and print programs for customers, yet this is no reason why they should not be honest with their advertising customers or why they should sacrifice advertising in the newspaper columns to help program publishers. It is a matter of busines if not of duty for the publisher to inform advertisers of the worthlessness of most program advertising. Here is an item that we find in the *Editor* and *Publisher* that it will pay to print and then continue to educate advertisers along this line as to the method of securing money legitimately on the one side and throwing it away on the other side, without consideration, to the robbing of the newspapers of legitimate business, that would bring proper returns to the investors therein:

"After years of experience I can tell you that the place to do your advertising is in the newspapers. In the end it is the least expensive. People do not read newspapers alone for news, but also for advertisements. The women are the ones who read the "ads." Put the idea to practical test. Ask your wife about what she has read in the newspapers and she will tell you she knows more about the "ads" than she does about the news items of that day. Women are ad readers because they do the most buying.

"By all means cut out program advertising. The best results obtained are from newspapers that charge for position, for the reason that a newspaper which charges for position is usually the best paper.—C. H. Gardiner, before Buffalo, N. Y., Retail Jewelers' Association.

Program advertising is mostly a holdup and so considered, yet many business men are too timid to resist the hold-up committees, women and men. A very good way is to get merchants to enter into a mutual agreement not to advertise in programs. Such an agreement for self-protection soon comes to be respected with no prejudice to the merchants.

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There has been much said about muckraking by newspapers and magazines, but the facts show that their accusers are the muckrakers. The papers have told the truth and not one of those who have cried muckrake have cared to bring a suit against any newspaper with a view to establish the untruthfulness of what has been published or to secure any damages direct or indirect. There is no newspaper man or magazine publisher that seeks a general circulation among the people who can afford to be other than honest with the readers. There has been a concerted effort among machine politicians to discredit the press, that they may enjoy the fruits of graft.

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Decency and fairness, which latter is indicated as well by the giving readers full satisfaction and pleasure in the appearance of a paper as in its contents, can be shown on every page of a publication at first glance. Hypocrites are said to be of a sad countenance and Isaiah says of certain sinners whose "tongue and their doings" were wrong, that the "show of their countenance doth witness against them" and then, if someone has not said it, it is true all the same, that "a cheerful countenance doeth good like a medicine." All these sayings are alike true of the countenance or appearance of a newspaper. There may be a slight difference as to responsibility. It may be that a man is not always responsible for his own face or countenance. The fault may, in a measure, rest with his ancestors, but it is not so with the "countenance" of a newspaper, for its appearance rests wholly with the publisher and those doing his will. Solomon, with his broad observation, knowledge and information, said that "Wisdom maketh the face to shine." It is wisdom to make the "face" of a newspaper to shine and that shining is the evidence not only of wisdom but of goodness of heart, of considerate regard for others and of fairness to subcribers and readers. Now we may have gone somewhat a-field, but these thoughts were suggested by a copy of the *Daily Record* of Canon City, Colo., that has reached our desk. It has a good countenance and a bright, clean face. We were not surprised to find on the first page, words of praise from a reader of the paper, in which he commended the editor and publisher for his fairness, as follows:

"I just want to tell you that I think you run a mighty decent paper, and I believe the people appreciate it." "Well you treat everybody so fairly, even your competitors; you seem to have no enemies to punish or harass; and you cut out that class of so-called personal news which makes the big city 'yellows' a danger in the home."

This deserved commendation was naturally agreeable to the editor and set him to diagnosing the policy and principles that had ruled in the conduct of the paper. There are many good papers in the United States, so that the *Daily Record* is not alone in its good countenance nor in the wisdom and purity that is shown in its shining face, but there is no danger of the principles followed by the *Record* becoming too generally known, nor too popular, nor too widely adopted, for both the good of the public and the substantial, permanent power, influence, goodwill and success of the newspapers. Here in part is the *Record's* statement of its policy and creed:

The *Record* is not a personal proposition—it is an instiaims and a definite policy, and while we believe that few people have stopped to think it over or to notice it, in fact, we know that this aim to publish a "decent" paper and this policy to be fair to all and to every interest has been one of our greatest assets. It is that aim and that policy that has built the *Record* up to be one of the strongest small city dailies in Colorado.

The *Record* has never quarreled with its competitors—as tution, something, in fact, like the library or the court; so its qualities may properly be discussed.

The *Record* has never quarreled with its competitors—as so many papers in other towns are doing.

In all public affairs, especially in matters where public policies have been discussed, the *Record* has never been influenced by fear of losing business or hope of gaining friends. It has never been afraid to be on the losing side of any issue if the losing side was in the right.

The *Record* is not afraid of anybody or of anything. The only question it asks in deciding upon a course of action in any public matter is, "What is Best for Canon City?" That once decided, its course cannot be diverted by fear or favor.

The *Record* has always treated the home as sacred and no items of scandal or gossip, so common in big city papers, find their way into the *Record's* columns. The *Record* does not consider such matters available news until the people themselves bring their troubles into the public courts, and it has always shielded the suspected young in every possible way.

The *Record* has always devoted more time, effort, space and money towards every good movement for the building up of a better and bigger Canon City than all other papers combined—in fact, has rendered more service of this kind than has been given by any other paper to any other town in Colorado.

Fairness pays as does helpfulness for every worthy cause and loyal, discreet, unflagging efforts, words of commendation and constant preachments for worthy promotion of home interests, good government, civic improvement, local industry, trade, agriculture and

everything else that helps to better conditions, growth, and prosperity.

The field of the modern home newspaper, and all newspapers whether in New York City or Canon City are now essentially home or local papers to their own city and section, is much greater than merely giving the happenings of the world or discussing parties, candidates, or politics. All worthy newspapers have broadened out into the fruitful field of the aid and promoting all local interest and the upbuilding of the communities or cities from which they receive their support.

* * *

Preparation for work is economy of time and money and insures or secures perfection and expedition. The wise editor forestalls coming events, has stores of information carefully at hand, arranged and indexed, and filed, and has his reporters or writers on the spot when the event happens. The wise printer keeps his cases full, is never out of "sorts"; has sufficiently large fonts of type to supply every want and not so many faces as not to be acquainted with each; his equipment is the best and up to the demands of his establishment, and everything arranged for convenience, comfort, the saving of time and labor and expediting the work; every job is laid out so that the end is seen from the beginning, avoiding changes and resetting and alterations, he "knows how," and has abundant health and vitality to meet every demand.

* * *

We have had occasion frequently to urge the necessity of orderliness and system, yet we never attained thereto. There is ten times the loss of time in looking for misplaced cuts or other things unexpectedly wanted, or wanted quickly, than would be required to install and keep up a perfect system for a year. It is one of the frailties of human beings, to be forgetful, careless and neglectful of the future. When anything is used, the temptation is thoughtlessly to leave it where used or to shove it to one side out of the way. When we used to run a paper that had a large circulation among farmers we were constantly talking of the waste of not having a place for everything and everything in its place, of leaving plows and machinery in the fields where used or in a fence corner or by the side of the barn, to rust and get in unusable condition. We thought that it was a fearful waste and carelessness worthy of severe censure, yet the carelessness in a printing office surpasses all the carelessness of the farm. However, both farmers and printers are improving, and it is to be hoped that in time they will reach the high standard of conservation of all resources, the care and use of all appliances, material and machinery, that naught be wasted or lost, now reached by the great manufacturers like the Standard Oil Company, the Steel Manufacurers, great American meat establishments and the makers of nearly all fabrics and machinery.

Loyalty to truth is the primal and pre-eminent duty of every newspaper man. Fearless, unprejudiced truthfulness is the only royal highway to worthy and permanent attainment, to the commanding of confidence and loyal trustfulness and goodwill that insure influence, power and a true friendship which never doubts or wavers and that bears fruit in a continued patronage and business support that cannot be undermined, diverted or taken away. Unbiased truthfulness ever signifies reliability and fairness, painstaking carefulness and a modest but ever bold fearlessness, and these are the four foundation walls of every worthy newspaper institution or structure and the newspaper of today is an institution covering much more than that of acting as purveyor of news or of the happenings of the day.

* * *

The press is more than an individual enterprise. It is a public service, the failure of which through inefficiency, inaccuracy, fraud or suspension, may and is almost sure to work injury and wrong, not only to a few but to the whole public. Its integrity, its morality and its service should be guarded by law.

* * *

The same principles have come to exist in regard to the public press, as regards public service and public office and public utilities. Whatever may be the practice, anyone who now contended that a public office should be conducted other than for the public good and as a public trust, either as a means of individual emolument, gain and graft, or in a way to injure public morals, to interfere with or to subvert private rights or to encourage or cause violations of law or to endanger or invade private rights or safety, to promote wrong, destroy public or private confidence, peace or prosperity, would be pronounced, by all right-thinking men, as either grossly ignorant of the relations and interdependence of all society and government or as a criminal, malicious and vicious, or an arrant traitor. The same principles may be rightly applied to the public press.

* * *

The service of the press is positive, not negative, active not neutral, and he who enters therein, enters a work of boundless possibilities and responsibilities. The press is the greatest conservative force of all ages and has to do with all the beginnings of the conservations of things that are to be preserved. Men in all ages, separated by individual interests and occupations have waited until waste has occurred or injustices have become unbearable and then have set about the repairing of the waste, or removing the injustices. The press, being in touch with all, serving all, informing and guarding all, has no such excuse of private or individual preoccupation in its own affairs, as to justify neglect or delay. Injuries permitted, can never be wholly remedied, compensation for the result of per-

mitted evils is a hundredfold greater than the cost of prevention. We have heard much for several years of the improvement of navigation but little of preventing the destruction of the navigability of our rivers, the prevention of their being filled with filth, drift and erosions from the land; of the conservation of the soil, but little about the means to prevent the washing away. We remove forests, brush, grass and sod, plow up our fields, so that the land must wash into and fill our streams, with no steps toward prevention, and then set to dredging out the rivers, to make navigation possible, forgetting that they will be filled again from the erosion of the soil, to require another or constant dredging, while our fields become constantly less fertile and subject to alternating floods and drought, and the need of transportation will become less and less, while we are still dredging out the fertile mud robbed from the farms. Would it not be much better to first provide that every bit of rain should be retained where it falls, until it has done its work and the surplus has percolated through the soil and passed to our streams, in clear, pure spring water, making the brooks and rivers healthful for use and as dwelling places for the finny tribes, that furnish wholesome, delicious food, while our waterways are preserved? We hear and read much about the increase of vileness and of outbreaking violence and crime, yet we permit all the greed, lust, wicked ambitious, dishonorable publicity for office; all the slime and vices of the slums to overflow through the press into weak minds until they are befouled therewith by the power of example, and autosuggestion, and then undertake reforms with clubs, fines and prisons. Would it not be better to dam up the floods of passion, greed, ambition and vice, by inspiring truths and examples, by preventive measures of moral sentiments, education, and industrial training, inspiration and opportunity: thoughtful helpfulness, practical kindness, humane activities, words and deeds of sympathy and love? Dredging the streams of life of thieves, grafters, bribe-givers and takers, drunkards, oppressors, usurers, adulterers, loafers, tricksters, quacks, shysters, wife-deserters, manslayers, debauchers, seducers and all offenders, is too expensive and burdensome, besides there is no adequate compensation for the terrible burdens and the lives ruined and the immortal souls damned. All human passions rightly directed are for man's increase, upbuilding, protection, happiness and good. Filth and vile offal may be transformed into rich fertilizer for the increasing yield of gardens, orchards and fields, into richest fruits and life sustaining grains; these should not be permitted to find lodgment in streams or lakes to clog, to interfere with traffic, to poison, to cause disease and death. The results of misdirected passions, the sins, wickedness and crimes of men may be transformed by proper treatment into means for fertilizing human lives and producing rich yields or harvests of manly virtues, but that is no reason why vileness should be dumped through the newpapers, with its monstrous infection, into the pure streams of human existence.

* * *

Exeter is one of the old cities of England and the chief town of Devonshire. It was an important fortified town in 926 A. D., which Athelstan then found occupied by Britons and Saxons *aeque jure*. We have just received from the publishers, a copy of the *Devon and Exeter Gazette,* bearing, under the head, the record Vol. CXXXVIII, No. 19,743, which is a pretty good age for a newspaper even in old England. This issue is devoted largely to an interesting account of a joint celebration of the rounding of the 138th year of the paper and its silver anniversary under the present management. The first impression in opening the paper is that it is different in make-up from American papers. The first page and nearly all of the first three columns of the second page are devoted to advertising, the editorial heading being placed, and the editorials beginning, only three inches from the bottom of third column. This would be considered bad form in this country, seeming to imply that the paper is run for advertisers instead for the readers, without whom the advertising would be of little value. The ads are in part classified ads and legal notices and theatre announcements, but there are columns of other ads, including baking powder that has "double top column." The style of the ads, as to composition, is modest display and the plan is somewhat like that continued by the Springfield, Mass., *Republican* until very recently. The anniversary was made in every way a great occasion and we would have much enjoyed being there. There was a romantic blending of the old and the new. The building occupied by the paper dates back four or five centuries and, after witnessing the working of the Linotypes and modern printing presses and machinery, the visitors, who were the newspaper's "Country correspondents" and other news gatherers, distributors, writers and em-employees, from all parts of the county, were taken to the editorial sanctum which is described as follows:

> Here was revealed to them a specimen of domestic architecture not to be beaten in Exeter, a room dating from the reign of Edward VI., and built, it may safely be asserted, within three years of 1550. Then it was the home of a member of the Russell family—a John Russell who, by Court favours, rose to high rank.
>
> There, in the ceiling, is to be seen today his coat-of-arms, surmounted by an Earl's coronet—the right to wear which was granted him by Edward VI. in 1550. And the initials of his Sovereign, "E. R.," are reproduced in the same ceiling more than once. The ceiling is an elaborate piece of ornamentation, revealing the Italian craftsman, and speaking eloquently of the Tudor by means of the rose and the fleur-de-lis.
>
> The room contains a handsome plaster overmantel. It is Elizabethan work, and divided into three panels., The centre is occupied with the Royal coat-of-arms and the monogram "E. R." The outside panels have representations of a North American Indian and a buffalo, probably indicating the trading associations which existed between Exeter and America, although when the Italians came with the Renaissance period, it was a characteristic attaching to them to carve animals and human heads. The oak mantel below is of exquisite

workmanship, and is regarded as one of the finest pieces of carving we have in the city.

The oak screen on the east side of the room, is, probably, contemporary with the date of the ceiling. Its substantial proportions and its rude moulding are indications that it was fashioned not less than 350 years ago.

Many members of the body were interested in a series of cartoons reproduced during the elections when the candidates were the late Lord Coleridge, who became Lord Chief Justice of England and Mr. Bowring, son of the late Sir John Bowring. In one cartoon appear the figures of Messrs. Wescombe, Donisthorpe, and Brodie, who were the proprietors of the *Gazette* forty years ago.

In this room the visitors had the opportunity of inspecting copies of the *Gazette* published in 1792.

Coming to the assistant editor's room, the visitors were charmed by the exquisite oak panelling. Up to five years ago the walls were painted, and it was not known what class of wood lay beneath. An experiment was made on one panel, and revealed the most charmingly grained oak. The whole room was then dealt with.

The paneling dates from very late in the 16th century or the early part of the 17th century.

Fourteen great columns of this issue were devoted to the account and we have read and enjoyed every word and so would our readers, but we must have a regard for variety to meet all needs and all tastes. The descriptions of the visits to the great historic Cathedral and to the Bishop's Palace and what was seen, learned and said proved intensely interesting. There was a group picture taken of the two hundred guests, attaches of the paper, at the Bishop's Palace, that we would like to show and a presentation to Editor Gratwicke of a large, handsomely framed portrait of the members of the head office staff, as a token of their esteem, and Major Gratwicke, who has been at the head of this paper for twenty-five years, in acknowledging the gift said:

You could not have offered anything more acceptable than this excellent photograph, for it will be a constant reminder of those with whom I have spent the best years of my life—those from whom I have always received the most hearty co-operation, and who have never failed to do whatever has been in their power to promote the success of the business with which we are associated. (Applause.) If I may use the words of the old song, "We have been together for many a year." Some who are here have been in the office for over forty years, although I do not think you would really think so if you judged them merely by their appearance. (Hear, hear.) A great many have been with us for between thirty and forty years. Then you come to the boys, like myself, with a service of about a quarter of a century. (Laughter and applause). I hope that the good relations existing in the office will long continue. If, at any time in the future, you find me hasty, I hope you will forgive me, because you know that the storm soon blows over. (Applause). This picture, which I am very pleased to receive, will recall none but pleasant memories. Those at home will rejoice to have this mark of your regard and esteem for one of whom Mr. Western has, on your behalf, been so good as to speak in such kind terms. I thank you for the compliment of the presentation, and for giving me the opportunity of placing in my dining-room a picture I shall always value and ever look upon with pleasure," (Applause.)

The photograph, which was framed in oak and gold, bore the inscription, "Presented to Major Gratwicke, Managing Director of the *Devon and Exeter Gazette*, by the staff, on March 5th, 1910, being the 25th anniversary of the ownership of the paper by the present proprietors and the 138th year of the uninterrupted publication of the *Gazette*, which was established in 1772."

All of which shows that the relations and feelings of editors and their faithful co-workers are much the same in England as in America. Mr. J. Western in making the speech of presentation had said:

We venture to think the present, a suitable occasion to offer an acknowledgment of our good feeling towards you as our employer. Some of the members of the staff were associated with the *Gazette* more than a quarter of a century ago. Others have records of less, but still of a long number of years. This fact is indisputable proof of mutual respect and of happy relationships. (Applause). Before you took charge of the *Gazette* it had been in existence for 113 years. In that period the world had turned round a great many times, and called for many changes in business methods and adaptation to new conditions. Twenty-five years ago today the then new proprietors of the old *Gazette* chose you as commander-in-chief. Those of mature age do not need to be told that during those years education has extended until its outer ring now embraces the whole population. As a consequence, the masses, as well as the classes, have become the reading public. And that which they read daily includes the newspaper. Few things are so interesting as records of events transpiring in our midst from day to day. These records are supplied by newspapers. The demand of the public for news has been recognized, and that demand has been met. Competition has become keener year by year. So, during the last quarter of a century, there have been, especially in the newspaper world, illustrations of the Darwinian theory of the survival of the fittest. The *Gazette* is still very much alive. (Hear, hear.) And, although today it has passed a century of existence by eight and thirty years, it shows no sign of decay or decrepitude. (Hear, hear).

There was a tea, a luncheon and a smoker with a program of songs, with speeches on each occasion, all crowded into a day and evening, besides the sight-seeing. The luncheon was presided over by Editor Gratwicke, and among the speakers was Mr. Dunford, who said:

He maintained a great affection for *Semper Fidelis*, and it always afforded him much pleasure to visit the old city, and renew his acquaintance with its surroundings. He esteemed it a great privilege to attend that unique gathering, inasmuch as he started his journalistic career on the *Gazette* during the Crimean War, and happened to receive the first telegram announcing the fall of Sebastopol. (Hear, hear.) He had written some reminiscences of a journalist, which had been published by Mr. Gratwicke in the *Gazette*. There had been a wonderful revolution in journalism since his earliest associations with it. When he first commenced his career with the *Gazette* manual labor was employed to work the machines. In those days Mr. Woolmer was the sole proprietor. He did not give a great deal of personal attention to the paper, but he was very fond of sport, and did a popular thing when he frequently sent a brace of grouse to folks from his moor in Scotland. The success of the *Gazette* was, in a large measure, due to the indomitable pluck, enterprise, and ability which had been shown by Mr. Gratwicke. (Hear, hear.) Mr. Dunsford also referred to the Chairman's connection with the Institute of Journalists and the International Press Conference, as also to the Journalists' Orphan Fund, of which he was the founder, and had earned thereby the gratitude of many widows and orphans of journalists in all parts of the kingdom. (Applause.)

Another speaker was Mr. Duke, K. C. M. P., who, after congratulatory remarks and good wishes, added the following as to the press and its service:

It was a great satisfaction, not only to see such a large body of men engaged in a profession which had most advantages except that of being lucrative—(laughter)—but also to know the important economical position which the *Gazette* filled. They represented a very considerable industry in the City of Exeter and the County of Devon. It took no little experience and knowledge of affairs to understand what the successful conduct of the modern newspaper meant. The Sheriff had referred to the inner life behind the scenes. And some who had spoken had drawn a contrast between the old methods of the hand-press and case of type illuminated by the candle stuck in the ginger-beer bottle and the modern methods of newspaper production. The progress was very remarkable. The Press was a part of our English Constitution. It had not a counterpart anywhere; certainly not on the Continent or in the United States of America. It was a great British institution which shared and prospered with the vitality of the British race. (Hear, hear.) English people

were proud, had reason to be proud, and, he hoped, would continue to be proud of their newspapers. The Mayor had referred to the growing prosperity of the City of Exeter. It was natural enough that the prosperity of the city synchronized with the advancing prosperity of its principal journal. It was not an easy task to carry on a newspaper. One might almost write over the editor's door, "Do not shoot at the operator, he is doing his best." Sometimes it was appreciated that he was doing his best. He would not say it was often appreciated. (Laughter). If he got up a popular subscription for a popular object it was appreciated. (Hear, hear.) If he directed his attention to the educational establishments, and completed, or stimulated, the county, or that part of England, to complete them, by making a University College a living reality instead of a possibility, every body would say he was doing his best, and doing it in the best way that it could be done, to promote the well-being of the City of Exeter. But there were many associations in which was difficult to be an editor. It was difficult of course, to discuss and not dictate. It was difficult to co-operate and not usurp. It was difficult to be critical and not arrogant. The success of the editor in these tests indicated very much the measure of his editorial capacity. They were the witnesses of that success in connection with the *Gazette*, and long might it continue. (Hear, hear.)

There seems to be no law in England interfering with railroads extending well earned courtesies to editors:

The visitors came from the north, south, east and west. Arrangements for their travelling to the "Ever Faithful" were kindly made by Mr. Vallance and Mr. Rowed, the divisional superintendents of the London and South-Western and the Great Western Railways. From the time of leaving home, until their return, the visitors were the welcome guests of the Directors.

Everyone very kindly helped to make the visit of the contributors, the correspondents, the agents, and newsmen, pleasant and interesting. The Mayor (Mr. Wippell) and the Sheriff (Colonel Cardew) joined in the welcome. The Lord Bishop of the Diocese, although keeping an engagement out of town, wrote a very kindly letter inviting the visitors to the Palace. The Chancellor, Canon Edmonds, expressed the pleasure it would give him to take those associated with the "Gazette" over the Cathedral.

Kept From Convention by Sad Bereavement

Hon. B. B. Herbert, Chicago, Ill.

DEAR BRO. HERBERT:—I enclose my check in payment of the subscription due for your splendid journal.

I was much disappointed that I could not be with you at New Orleans. While you was there I was undergoing the greatest sorrow of my life—the burying of my dear old mother who died very suddenly.

I have not lost my regard for the members of or loyalty to the N. E. A. Conditions alone have prevented my attending for the past two seasons. I hope that it will be possible for me to be with you at the next.

With kind regards, I am,

Sincerely your friend

WILLIAM A. ASHBROOK

Many Valuable Hints

ALTUS, OKLA., February 25, 1910.

National Printer-Journalist, Chicago, U. S. A.

GENTLEMEN:—Enclosed find my check for $2.00, the amount that my subscription to the N. P. J. is in arrears.

Thank you cordially for the many pleasant hours I have had in reading it, and for the many valuable hints I have received from its columns. With best wishes, I beg to remain,

Very truly yours,

SHEPARD & SHEPARD, Publishers,

By Horace W. Shepard, Manager.

Foreign Advertising

By Marco Morrow, Topeka, Kansas, Daily Capital.

THE modern Advertising Agency is unquestionably the most important factor in General Advertising. The Agency as an institution has many inherent defects—relics of the early stages of its existence, but in its evolution it is rapidly losing its most grievous faults. You will remember that the agent originally—back in the sixties—was nothing more than a broker in Advertising space. He bought cheap and sold dear, and he tried to make money from both the advertiser and the publisher. Gradually as rates became more fixed and circulation more stable, the agent became—to all intents and purposes—the representative of the publisher. The publisher paid the agent his commission. In the past ten years the agent has become entirely the representative of the advertiser; instead of being a buyer and seller of space he has become a producer of and a seller of Service, while the publisher ostensibly still pays a commission—in the form of a discount—to the agent, it is in reality paid by the advertiser—the agent almost invariably billing the advertiser the net rates of the publisher, plus an agreed percentage as compensation for service rendered.

I go into this that we may understand at the start the attitude the agent naturally takes toward an individual publisher. He has sold his supposedly expert service to the advertiser and that service includes above all else, first and foremost, the buying of space at the lowest possible price.

In a few Advertising Agencies the Star man—the individual who is featured and touted—is a crack copy man; but that is the exception. Usually the bully boy who pulls down the fat envelope on pay day—the fellow half a dozen visitors are waiting for in the reception room—the lad who gets a "Mister" before his name even from the office boy—the buck who slaps the president of the company on the back—is the solicitor who goes out and gets the advertiser's name on the dotted line at the bottom of a contract. But the man who really makes or breaks an agency is the sphinx-faced, cold-blooded, heartless, soulless, clammy lump of wet mud—the space buyer. His one aim in life is to get special concessions from you—and gentlemen, if you are giving out special concessions to anyone, he is a self-confessed failure if he does not get them for his clients. That's what he's there for.

But, the question of rates is not your first nor your most serious difficulty. The advertising agent does not want to use your paper *at all*, if there is any possible way of avoiding its use. Not that he has a grudge against you, but that he likes to buy circulation by the *wholesale* whenever possible. It's easier for him and as a rule cheaper for the advertiser. So the big National Campaigns are almost invariably started in the magazines and big weeklies of national circulation.

One of the leading agency men recently said to me that he had demonstrated that he could create a National demand for a new article by using half a dozen magazines and three or four National Weeklies, in half the time and for a third less money than he could by the use of daily newspapers. I think he mistakes the possibilities of the dailies—but his contention shows the trend of general advertising. Therefore remember that the foreign advertiser uses your paper from *necessity*—never from choice. He buys your space simply because he thinks he cannot thoroughly cover your territory in any other way. You get the foreign business which you carry not because you are a good fellow, not because you get out a good paper, but because the advertiser thinks he *has*

to use your paper,—and it's up to you to bring that thought and conviction to him. That's the *only* way in which you can increase your volume of foreign ads.

The foreign business you are now carrying may be roughly grouped into two classes:

1st.—The larger class.—Advertising which the National medium class as "objectionable"—medical and the like.

2nd.—Advertising placed with you solely for its influence upon the local dealer.

I do not know the percentage of medical business carried by the newspapers of Kansas as a whole; but in the two dailies of Topeka the medical advertising amounts to about 60 per cent of all the foreign business and about 12 per cent of the total business including local, foreign and classified. It is an important factor in the paper's revenue—and not a line of it could appear in the standard magazines.

Mind you, I do not maintain that our friends, the magazine publishers, deserve credit for declining this business; with them it is a question of business policy—just as it is with you—but they make a virtue of necessity and parade, the Virtue. Their torch-light procession has some effect. I believe it has had a good effect upon advertising as a whole, and I'm sure that the day is not far distant when newspaper publishers will discover the advantage of a little more careful scrunity of business admitted to their columns. There is no reason why the columns of a newspaper should not be as clean as the pages of a magazine.

But so long as we admit medical advertising—we want all of it that we can get—if it is fit to print. And the getting of it, as I said a while ago, depends upon your ability to convince the advertiser and the agent that he really *needs* your paper. The medical advertiser is easier than the soap-man, or the manufacturer of a food product, or a textile manufacturer. All these are using the magazines and a bunch of the shrewdest, keenest, most capable business producers in the world, are busy with them every day in the year, proving to them that they do not need, newspapers—especially country newspapers. The business you get from advertisers of this class comes to you from demands made by the *retail trade;* may be not the merchants in your town, but by the trade in general. The retailer appreciates a double page in the Saturday Evening Post, for example; it shows enterprise and all that, *but* he knows that an ad in your paper is going to do him more immediate good—and he's for the local ad—if he is a live one.

Therefore, let me suggest that you establish between your advertising department and your local merchants the closest possible spirit of co-operation. Your home merchants are your best solicitors of foreign advertising. They can do you more good than a crack solicitor in the advertising centers. If your town is large enough organize an advertising club and educate these gentlemen to the idea of handling advertised goods—especially goods that are advertised locally.

The great stunt now with the advertising agencies is to conduct a national campaign in publications of general circulation, on the strength of which they sell the dealer and then attempt to cajole him into doing the necessary local advertising to move his stock. The plan is a good one and I am not averse to helping persuade the local dealer to use some of the electrotypes sent him by the manufacturer. But I notice that it seldom results in the use of increased space by the merchant; in fact that is one of the arguments used by the manufacturer in his appeal to the retailer; "You have contracted for so much space in your local newspaper anyway; just use these electrotypes on dull days." So it is better for you and better for the merchant if the manufacturer can be induced to buy the space and run a regular schedule. Educate your merchants to demand this, and keep close enough to them to have them "tip you off" on every new proposition that comes along, and then "get busy."

The chief excuse in advertising agencies for their habitual neglect of the country newspaper, is the habitual carelessness, and unsystematic, unbusiness-like methods of the country publisher. And there are grounds for the criticism. Many publishers do not even have a printed rate card, or for that matter, an established rate.

Get a rate card that tells something. Make it about 3 inches by 5 inches. Give your exact circulation. Tell where your paper goes and the chief facts about the territory. Then see that these cards are on file in every agency in the country from which you can ever hope to get business. The recognized list of the American Newpaper Publishers' Association embraces between 275 and 300 agencies, most of whom are worthy of credit. On the Capper mailing list we have about 350 agencies. When we get out new rate cards we send them to the agencies by registered mail, so that there may be no excuse for our latest rates not being on file.

Once a month write these agencies a letter—that is, if *you have something to say.* Remember that they won't use your paper unless they think they *must*—and you must show them *why* they must.

Compile a list of foreign advertisers whose business appears in Kansas papers. Find out whether these advertisers' goods are on sale in your town. Then write the advertiser a personal letter, telling him whether or not your local merchants carry his goods, and showing why you can create a greater demand for them.

Fix your rates at what you can afford to take and then *stick to the rates.* It will save you a lot of grief in the end. Better lose a few contracts than to have to fight and dicker over every contract you land.

Don't look upon foreign business as "velvet;" it costs you money to handle it and you must get your price.

Mail bills promptly on the first of each month. Give a cash discount of 2 per cent for payment in 10 days. If an agency fails to take the cash discount, cut it off of your list. An agency which can't do that is not worthy of credit, and an agency which won't do it is trying to do business on money belonging to you. Don't stand for it.

The effete East is only beginning to awaken to an appreciation of this great state of ours. They are gradually realizing that we are not barbarians and what is of greater importance to them, that we are not poverty stricken. But they are not yet spending as much money with us as they might spend with profit. Arthur Capper spends close to $150,000 a year in various sorts of advertising, the basis theme—if that's a good expression—of which is the glorious trade possibilities of Kansas. "There's money for you in Kansas," is a slogan which we are trying to drive into the inner consciousness of every advertiser in America. The money Mr. Capper spends ought to do good for every publisher in the state. It does. But you fellows ought to be doing something too. I want to ask if it is not feasible to do a little co-operative advertising—a little boosting of Kansas to the general advertiser's attention? Tomorrow night I hope to be able to persuade the new State Real Estate Dealers Association to inaugurate a campaign of State-Wide Advertising; if any of your people are at that meeting and come back home with the bee in the bonnet, encourage the idea. We want to do everything we can to bring people and money into the state, and as publishers we *know* that advertising is the surest and most effective way.

I should like to see this association co-operate with the Real Esate men, should they decide to inaugurate a cam-

paign—but whether the Real Estate men do or not—this Association can do a great thing for every individual member and for the state at large by truthfully and enthusiastically at large the business possibilities of this "parallelogram of presenting to Eastern manufacturers and Eastern people plenty."

(From address before the Kansas State Editorial Associaiton, Wichita, Kansas, March 8, 1910.)

What Mr. Morrow has said about Kansas and co-operation in advertising the state and its purchasing ability and possibilities applies with almost equal force to all states of the Union, especially those in the middle west, the south and the whole great west. As to patent medicine advertising, it should never be taken at any price unless the medicine advertised is of so high a character as to be endorsed and recommended by well known and responsible physicians. No publisher of a home paper can afford to go in partnership with unscrupulous quacks to rob his own friends and subscribers, to the endangering of their health and the lives of their families; besides, quack or unclean advertisements injure the character and standing of your paper, and largely destroy the value of its advertising columns for legitimate advertisers. Cut out doubtful patent medicine advertising and cultivate your home merchants and manufacturers and depend upon them. A paper filled with cheap patent medicine ads is at a disadvantage among legitimate advertisers both at home and abroad. Such advertising cheapens a paper and indicates either poverty or dishonesty.—The Editor.

Going Home From Panama

BY W. H. GREENHOW.

(Read Before the N. E. A. Delegates on the Returning Steamer.)

Our trip is done. With grateful hearts
We face the beckoning polar star
That o'er the wilds of waters drear
Leads to our pleasant homes afar,
The wanton waves of Mexico's Gulf,
The stormy Carribean's roar
Will cease to vex our inmost soul,
And sound its rage for us no more.
No more the haunt of bucanneer
Or toiling Spaniard seeking gold;
Nor stately palms, nor tropic bloom
Shall we again ere long behold.
The legends of a dying past
Or romance of the Spanish Main
Will only be to us as dreams ;
That we shall—dreaming see again.
For o'er these slumberous, southern skies
A glowing light has flashed today
That drowns the glory of the past
As stars are drowned in glow of day.
A mighty Genii's ring is touched,
And Geniis swarm where ghosts alone
Had left but ghostly traces on
The region of our Isthmian Zone.
The mighty genius of our land
That blazed its way from sea to sea,
Reduced a continent to command,
Thrilled with the light of Liberty,
Takes up the work that other hands
Laid down as fit for gods alone.
The world looks on, amazed to see
America pierce the Isthmian Zone.
The dream of ages come to pass.
The route Columbus sought in vain;
That cost such noble lives, alas,
Will be the goal that we shall gain.
The mighty Giant of the North,
Omnipotent in earthly things,
Will MAKE what others hoped to FIND—
A Pathway to the Orient, brings.
So, on we sail, with favoring gales,
The Southern Cross sinks in the sea.
The palms of Colon fade behind,
And Bocas beckons vainly. We
Know our hearts are filled with thanks
To God who holds us safely still.
And hopeful, watch the polar star,
Trusting to that Father's Will.
And, as our days shall onward flow,
And musing in the evening's gloom,
Pictures of palm and soft lagoon
Will fill our minds in quiet home.
And Titanic locks, through which will float
The commerce of the mighty world;
While round Culebra's Cut we'll see
The banner of the free unfurled.

On board the Steamer Cartago, March 1, 1910.

W. H. G.

A Great Spirit Has Gone to Its Reward

Bill Bolton is dead. To the ordinary individual who did not know him, this will amount to no more than the death of any stranger; but to those who knew W. E. Bolton, as the writer did, it amounts to very much.

He was large of body and big of soul. He was as full of enthusiasm as a boy and as tender and generous-hearted as a woman.

He came to Oklahoma when Woodward first opened, and was for many years editor of the *Live Stock Inspector.* Later he started the Woodward *News.*

At editorial meetings over the State, and at the National Editorial Asociation, he was a picturesque character. He was full of life and jollity. He loved everybody, and those who knew him best loved him most.

After a long illness which depleted his massive frame, he passed away the other day at Woodward, and now is sleeping his last sleep in the cemetery of his old home at Greensburg, Kansas.

He seemed to be a confirmed bachelor, but after all a great love came into his heart, and on Nov. 22, last, he was married to the woman he loved.

Thus passes away another of the millions of the earth—another of those who have worked and struggled and loved, and who have been loved by men—who have gone through this fitful fever called life, and have passed into the mysterious realm.

The many friends of Bill Bolton will remember him long.

A recollection of him will be green until the last of his personal friends shall join him in the great beyond.—F. H. Greer, in *State Capital,* Guthrie, Oklahoma.

Item of Interest

The news service used on the Golden State Limited of the Rock Island Lines, between Chicago and Los Angeles is to be extended to the Rocky Mountain Limited. The arrangement gives a full report of the world's news each day from the different press associations, supplemented by bulletin to cover important events. These are telegraphed to the train and posted in the observation cars. This service is in addition to the gramaphone recitals, stock market quotations, barber, bath and valet.

NEWSPAPER CRITICISMS

Address all communiactions to O. Byron Copper, De Soto, Wis.

SOME country merchants who advertise to any great extent with their local papers are prone to the feeling that they are great benefactors—that they are conferring a high charitable, or philanthropic, favor—and should therefore receive in return a rich patronage from the editor. A merchant who advertises to the extent of let's say $60 a year with his home paper is apt to get this feeling. Such patronage should not be disparaged, for it is indeed liberal, nor should the plan of reciprocity be discouraged nor condemned, but, if, on an average, the editor spends twenty cents a day over that merchant's counter, the latter may be surprised to find, on computing the figures, that at the end of the year he has had some $13.00 more from the editor than his whole annual advertising appropriation amounted to. I mention this because, while granting that in this day and age there are few men in business who do not fully appreciate the intrinsic value of judicious publicity, there are yet some few country merchants who would, nevertheless, do little advertising in their home papers if they were not assured that by thus doing they are placing the editor under obligation, as it were, to return the compliment with interest. As intimated, I believe in reciprocity; it is reasonable and right; but that the merchant should expect an interest or profit on the business he does with his home printing office is no more reasonable than that the newspaper man should expect an interest or profit on the business he does with the store. I make all my advertisers pay cash for that which they get from me, and I pay cash for all that I get from them. I try to make them feel that they need the advertising space, the letter heads, envelopes, etc., which they buy from me every bit as badly as I need the flour and sugar and salt that I buy from them. As every live man will admit, without a single exception, the newspaper is the most important institution in any town. I admit that I may be prejudiced in this opinion, inasmuch as I am a newspaper man myself; but, even if I were to succeed in washing the stains of printers' ink from my hands forever, I don't believe my opinion could be altered on this matter. However, let the statement sound ever so deplorable, I know of many towns wherein, if we are to judge by the manner in which the papers are being supported by other business concerns, this modern conception has failed utterly to take possession of the public mind. How patent becomes the fact, then, that the newspaper's importance is yet inadequately advertised; and, that being so, who should not sink his modesty long enough to give the truth further promulgation?

DUNDEE, ILLS., Dec. 22, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you by this mail copies of the Hawkeye of December 2, 9, 16 and 23—not for their artistic worth, but to show you what a nice little bunch of ads we have handled during the four weeks. Not many country papers can beat it, can they?

Fraternally yours,
F. E. HOLMES.

Those who note the date of the above letter will immediately appreciate a statement made by me in last month's installment, namely, that I have gotten some months behind with my work in this department. In

Ideal Christmas Gifts

THIS Great Store is the Holiday Shoppers' Paradise. Here on this immense establishment, we have gathered together a wonderful array of just those things most desirable for Christmas giving. Out-of-town shoppers will find here the Ideal Store in which to do their Holiday buying. Our wide aisles, rest room, depot delivery service, perfect display system, and most of all the dependability of the merchandise, combine to make this the store of the true Christmas Spirit.

Handkerchiefs and Gloves

Neckwear and Fancy Goods

Xmas Gifts in Jewelry and Leather Goods

Holiday Furs

Men's Wear

Holiday Gift Books

In Toyland

Gift Furniture

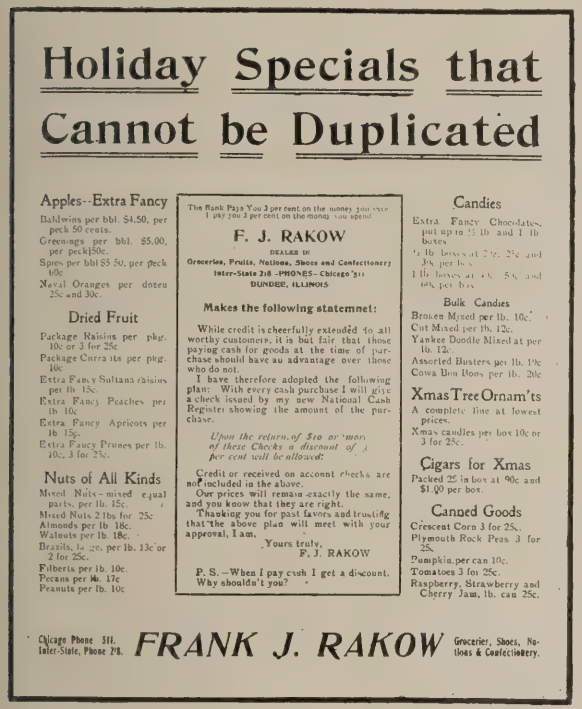
Carpets & Rugs

ACKEMANN BROS.
ELGIN, ILLINOIS

No. 1

the main, however, none of these specimens can depreciate in interest or value to this department very much by being kept a long time on hand, so no harm can result further than the suspense of the contributor.

The Dundee *Hawkeye* is an old friend of mine—a six column quarto on ready-prints, ordinarily, increasing in size on special occasions when business reasons require a greater number of columns. Several of these editions mentioned by Brother Holmes in his letter quoted above, contain as many as sixteen pages, every one of which bears all of the display it easily could. As is frequently the case in country offices at times when the type equipment and office help become taxed by an unusual rush of business, a great many of these ads are very commonplace, while others are very neat and



Holiday Specials that Cannot be Duplicated

Apples--Extra Fancy
Baldwins per bbl. $4.50, per peck 50 cents.
Greenings per bbl. $5.00, per peck 50c.
Spies per bbl $5.50, per peck 60c
Naval Oranges per dozen 25c and 30c.

Dried Fruit
Package Raisins per pkg. 10c or 3 for 25c
Package Currants per pkg. 10c
Extra Fancy Sultana raisins per lb 15c.
Extra Fancy Peaches per lb 10c.
Extra Fancy Apricots per lb 15c.
Extra Fancy Prunes per lb. 10c, 3 for 25c.

Nuts of All Kinds
Mixed Nuts--mixed equal parts, per lb. 15c.
Mixed Nuts 2 lbs. for 25c
Almonds per lb 18c.
Walnuts per lb. 18c.
Brazils, large, per lb. 13c or 2 for 25c.
Filberts per lb. 10c.
Pecans per lb. 17c
Peanuts per lb. 10c

The Bank Pays You 3 per cent on the money you owe I pay you 3 per cent on the money you spend

F. J. RAKOW
DEALER IN
Groceries, Fruits, Notions, Shoes and Confectionery
Inter-State 218 -PHONES- Chicago 311
DUNDEE, ILLINOIS

Makes the following statemnet:

While credit is cheerfully extended to all worthy customers, it is but fair that those paying cash for goods at the time of purchase should have an advantage over those who do not.

I have therefore adopted the following plan: With every cash purchase I will give a check issued by my new National Cash Register showing the amount of the purchase.

Upon the return of $10 or more of these Checks a discount of 3 per cent will be allowed.

Credit or received on account checks are not included in the above.

Our prices will remain exactly the same, and you know that they are right.

Thanking you for past favors and trusting that the above plan will meet with your approval, I am,

Yours truly,
F. J. RAKOW

P. S.—When I pay cash I get a discount. Why shouldn't you?

Candies
Extra Fancy Chocolates, put up in ½ lb and 1 lb boxes
½ lb boxes at 20c, 25c and 30c per box
1 lb boxes at 40c, 50c and 60c per box

Bulk Candies
Broken Mixed per lb. 10c
Cut Mixed per lb. 12c.
Yankee Doodle Mixed at per lb. 12c.
Assorted Busters per lb. 15c
Cowa Bon Bons per lb. 20c

Xmas Tree Ornam'ts
A complete line at lowest prices.
Xmas candles per box 10c or 3 for 25c.

Cigars for Xmas
Packed 25 in box at 90c and $1.00 per box.

Canned Goods
Crescent Corn 3 for 25c.
Plymouth Rock Peas 3 for 25c.
Pumpkin per can 10c.
Tomatoes 3 for 25c.
Raspberry, Strawberry and Cherry Jam, lb. can 25c.

Chicago Phone 311. Inter-State, Phone 218. FRANK J. RAKOW Groceries, Shoes, Notions & Confectionery.

No. 2

good. Two of the better specimens are being reproduced herewith as exhibits 1 and 2. Both of these specimens are such as would stand close criticism, and almost any judge must concede that they have been well and attractively put up; but in the first the compositor made the common error of miscalculating in the alignment of his initial letter. As will be noted, the top of the body type extends somewhat above the top of the initial, and too great an indention was allowed on the two lines to the right of the initial and also below it. This is a small matter, but nevertheless one of the quickest means of detecting or determining the skill of the compositor. In the second specimen more than in the first the underscoring of the main display lines produces a "choppy" aspect that is really detrimental. It is just one of those "touches too much" that a fine artist learns finally to leave undone.

Anamosa, Iowa, Jan. 8, 1910.

O. Byron Copper, De Soto, Wis.

Dear Sir:—We are forwarding to you today under separate cover, a copy of the *Reformatory Press*, dated December 25, 1909. and one copy dated Jan. 8, 1910.

We noticed in the National Printer-Journalist, under the heading, "Newspaper Criticisms," the department in your charge, where you give criticisms to any one sending any samples of newspapers or other printed matter. We are most desirous to have your criticism and would thank you for any suggestions you may have to make in bettering the appearance; in fact, the general get-up of our paper.

The *Press* is contributed to, set up by, and edited by inmates of this institution, none of whom, or very few, have had previous experience in this kind of work.

Awaiting the favor of your reply,

Yours truly,
Felix H. Fickworth, Chaplain.

A publication like this cannot help but arouse the interest of him who chances to receive it. It is not the first thing of the kind by any means that I have had to do with in these columns, but I must say it is quite as good and quite as full of interest as any that I have seen. It seems almost incredible that, as Rev. Fickworth has said, this very neat little paper should be the product of persons who have not had previous instruction or experience. The *Press* is printed on antique laid book paper in quarto form, each page being about 9½ x 12¼ and consisting of three columns of type. The columns are set in a neat old style face with an antique face for heads and the typographical styles thruout are perfection itself, especially for simplicity and neatness. It is hard to believe that this little publication has not had some master printer's hand behind it, and it would be hard for me to suggest anything that might make it better. From the sub-head I learn that the *Reformatory Press* was first issued July 30, 1898, and is published every Saturday; that it is printed, edited and contributed to by the reformatory inmates, and is under the general supervision of the chaplain, the Rev. Felix H. Fickworth. I have spent some time in perusing the columns of these two copies of the *Press*, and have no hesitancy in confessing that I have been surprised at the depth of thought and beauty of language to be met with therein, and amazed that men of such brilliant talent and intellect should find their way into a state reformatory. To say the least, it seems paradoxical that men who can philosophize, eulogize and moralize so fluently as some of these inmates of the Anamosa Reformatory have done in these issues of the *Press*, should ever become inmates of such an institution; but it only serves to substantiate a brief thought which I put into my own editorial columns not long ago, namely, that "preaching is one of the easiest of accomplishments, but it takes practice to make perfect men, as well as anything else." As a closing thought, I want to say that it is my hearty belief that this editing and publishing of papers by penal institutions is a grand thing for the inmates thereof. Surely it cannot have other than a broadening, bettering influence on the minds of those who make the papers and those who read them; and it is a well accepted fact that among modern thinkers that as you train the mind, so will the life be.

Harvey, N. D. Dec. 11, 1909.

National Printer-Journalist, Chicago.

Dear Sir:—It has been a long time sice I have sent anything in to you for comment, but this week's issue was so very extraordinary with us that I feel as though it may be interesting to you and others as well. I am sending you a copy under separate cover.

We were looking forward to the extra Xmas ads, but did not expect four large ads until they were sprung on us Monday morning. However, we put in a bunch of overtime and with the help of the "angel" on our "wire baby" we had our issue of 2200 sixteen page papers in the post office Thursday evening at 10 o'clock, a little late, but still in the ring. Of course, we recognize many short comings in the ads, but when one has to hurry like hades, he don't stop for technicalities, but goes after results in general. We had but three men and the Junior operator, besides one of the men was obliged to do all the translating for the German ads. Going some, don't you think?

Herald Printing Co.
James H. Cramer, Manager

I hardly think it is necessary for me to explain that this is another contribution that has been neglected for a long time. I had another communication from this brother, also, but whether of an earlier or later date, I know not now. Possibly the paper to which the foregoing missive refers is not now in my possession, altho I still retain ownership of a copy of the *Herald* of December 16, last. You see it is sometimes hard to put things away where busy housewives and hired girls cannot find them, and when, to them, the things you have put so carefully away appear to be only a worthless old newspaper and typewritten letter, they are not

Der kolossale Auflösungs-Ausverkauf von

Der Harvey Mercantile Co., offeriert eine unvergleichliche Gelegenheit um Weihnachts-Einkäufe zu machen.

Trotzdem am Samstag das Wetter ziemlich kalt und die Wege, die zu dem großen Auflösungs-Verkaufe führen, beinahe unpassirbar waren, so hat sich doch eine ganz ungeheure Menschenmenge in dem großen Stohre der Harvey Mercantile Company angesammelt. Von früh morgens bis spät abends sind die Leute im Laden und es ist auch kein Wunder! Denn unsere Bargains sind geradezu erstaunlich niedrig! Von der ähnlichen Preisen hat man nie zuvor in Harvey gehört, und wir zweifeln ob solche erstaunliche Preise in den besten Dakota's oder im ganzen Nordwesten jemals dem Publikum offeriert worden sind.

Dieser ungeheure Aufräumungs-Verkauf von Staple und Feiertags-Waaren kam gerade zur richtigen Zeit, wenn andere Kaufleute extra Profite für ihre Weihnachtswaaren abverlangen. Dieser verkaufs-wüthige Auflösungs-Verkauf ist ein mächtiger Geldersparer für Jedermann, der den Werth des Geldes zu schätzen weiß. Hier geht Euer Dollar zweimal so weit als wie er irgend auf einem anderen Platze gehen oder jemals gegangen ist und vielleicht niemals wieder in Eurem ganzen Leben so viel kaufen wird. Kauft jetzt zwei Geschenke für den Preis, wo Zit sonstwo für eines bezahlen müßt bei dem großen,

Mächtigsten und unbarmherzigsten Abschlachtungs-Verkaufe Harvey's, in dem großen Kaufladen Harvey's, die Harvey Mercantile Company. Kommt und sehet!

Einige der Exemplaren von den vielen tausenden von Bargains beim dem unvergleichlichen Weihnachts-Carnival und Auflösungs-Verkauf's.

Während dieses Verkaufes wird unser Laden jeden Abend offen sein.

Kleider-Departement.

Der Verkauf dauert nur 12 Tage länger.

Absolute Veränderung in der Theilhaberschaft und ein echter, großer Auflösungs-Ausverkauf Waaren und Laden in den Händen der Filz-Abtritter Sales System Company von Minneapolis, Minnesota.

Der Verkauf endet positiv am Samstag 1. Jan

No. 3

apt to be so very tender with them as one might wish. I hope you may see hidden in this remark an explanation of the fate of Brother Cramer's letter and paper. I know that Brother Woodworth will appreciate my feeling, for several times—at least twice—I have read a similar tale of woe amongst his scintillating paragraphs in the "More Work Thru Publicity" department. This copy of the Harvey *Herald* which I have miraculously preserved from the sweeping onslaught of domestic tidiness consists of sixteen home-printed pages, the greatest novelty in which is the fact that five of them are set exclusively in German, both reading matter and display. The *Herald* has a nice, clean front page and an advertising patronage that would turn a hundred of us less fortunate newspaper publishers green with envy. The news service is all—yes, possibly a little bit more—than many people would ask or expect, and, like all North Dakota newspapers, the *Herald* has an editorial department full of vituperative wit and fire that fairly takes the hair off wherever it happens to strike. The language is somewhat careless, but there is strength, a nice tendency to prove knotty points by the scriptures, and some good, even witty and original, expressions. The typographical equipment is first class, but the advertisements lack finish in detail. The compositor of the German ads is less at fault in this respect, however, his full-page advertisement which I have selected for reproduction herewith being a fairly good job. (Exhibit 3). Press work is creditable.

GRAND ISLAND, NEB., NOV. 20, 1909.

O. Byron Copper, De Soto, Wis.

DEAR FRIEND COPPER:—The firm for which I manage the advertising end of the business, has just closed a very successful week's sale and the results were so good that I am sending you a copy of some of our advertising. We used 12,000 of the Anniversary Sale four page circulars, and the other ads in various papers.

It pays to spend money for printer's ink.

Yours, E. S. JOHNS

Just think of it! Away last November, I got the above welcome letter from this esteemed friend and contributor, which up to date has failed to have the recognition and attention which it so highly deserved. But to prove his sticktoitiveness and good will, Brother Johns came again in January with the following:

GRAND ISLAND, Neb., Jan. 13, 1910

O. Byron Copper, De Soto, Wis.

DEAR SIR AND FRIEND:—I am sending you under another cover, copies of what I think is the greatest ad ever appearing in a western newspaper. The ad appeared in the *Grand Island Independent* on Jan. 12 consisting of eight pages. The red circular was used on our mailing list, a total of 12,000 being mailed out in addition to the newspaper adveritising. We also used seven pages of this ad in the daily newspaper, three pages in the weekly newspaper and one page in the German paper here and it pays.

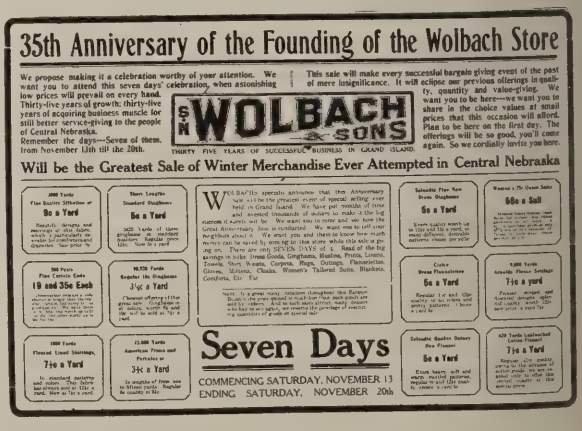
I would be pleased to have you look this over carefully and offer any criticism which will tend to better the advertising, both in typography and the wording.

Yours fraternally,

S. N. WOLBACH & SONS.

C. C. Johns, Advertising Manager.

Lest I have forgotten it on former occasions and may also on this, before I go any further I want to express a thought that I have always felt when I have been favored with anything from Brother Johns since he became an ad writer instead of an ad solicitor: His advertising work has a double interest for me and you, dear reader, because it is the work of a newspaper man on the other side of the fence, as it were. I have often heard newspaper publishers boast as to what they would do in the way of advertising if they were merchants, but judging from the slack manner in which they advertised their own business, in many instances, I had what I consider excellent reasons to seriously



35th Anniversary of the Founding of the Wolbach Store

We propose making it a celebration worthy of your attention. We want you to attend this seven days' celebration, when astonishing low prices will prevail on every hand. Thirty-five years of growth, thirty-five years of acquiring business muscle for still better service-giving to the people of Central Nebraska. Remember the days—Seven of them, from November 13th till the 20th.

This sale will make every successful bargain giving event of the past of mere insignificance. It will eclipse our previous offerings in quality, quantity and value-giving. We want you to be here—we want you to share in the choice values at small prices that this occasion will afford. Plan to be here on the first day. The offerings will be so good, you'll come again. So we cordially invite you here.

S N WOLBACH & SONS

THIRTY FIVE YEARS OF SUCCESSFUL BUSINESS IN GRAND ISLAND

Will be the Greatest Sale of Winter Merchandise Ever Attempted in Central Nebraska

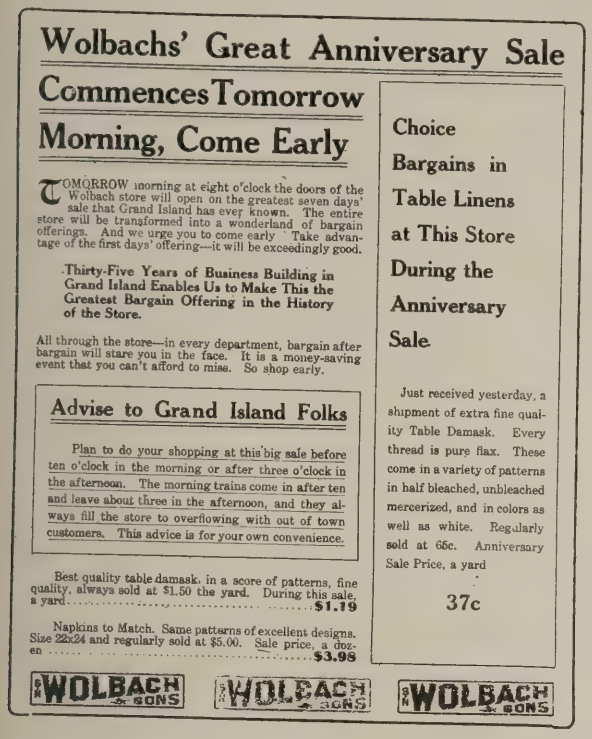
Seven Days

COMMENCING SATURDAY, NOVEMBER 13
ENDING SATURDAY, NOVEMBER 20th

No. 4

doubt their sincerity; but no one can doubt that C. C. Johns did not learn a thing or two about advertising while he was a newspaper maker, and if he ever made

any such resolutions or boasts as that suggested above, no one can say that he has not been fully following them out in practice since he took hold of the pub-



Wolbachs' Great Anniversary Sale Commences Tomorrow Morning, Come Early

TOMORROW morning at eight o'clock the doors of the Wolbach store will open on the greatest seven days' sale that Grand Island has ever known. The entire store will be transformed into a wonderland of bargain offerings. And we urge you to come early. Take advantage of the first days' offering—it will be exceedingly good.

Thirty-Five Years of Business Building in Grand Island Enables Us to Make This the Greatest Bargain Offering in the History of the Store.

All through the store—in every department, bargain after bargain will stare you in the face. It is a money-saving event that you can't afford to miss. So shop early.

Advise to Grand Island Folks

Plan to do your shopping at this big sale before ten o'clock in the morning or after three o'clock in the afternoon. The morning trains come in after ten and leave about three in the afternoon, and they always fill the store to overflowing with out of town customers. This advice is for your own convenience.

Best quality table damask, in a score of patterns, fine quality, always sold at $1.50 the yard. During this sale, a yard **$1.19**

Napkins to Match. Same patterns of excellent designs. Size 22x24 and regularly sold at $5.00. Sale price, a dozen **$3.98**

Choice Bargains in Table Linens at This Store During the Anniversary Sale

Just received yesterday, a shipment of extra fine quality Table Damask. Every thread is pure flax. These come in a variety of patterns in half bleached, unbleached mercerized, and in colors as well as white. Regularly sold at 65c. Anniversary Sale Price, a yard

37c

WOLBACH SONS WOLBACH SONS WOLBACH SONS

No. 5

licity department of S. N. Wolbach & Sons' big stores. Here would be an excellent place for me to launch into a description and examination of his work as sampled,

Grand Island's Favorite Store Because It's the Only REAL MONEY SAVING STORE

S N WOLBACH SONS

A Radical Price Upset in Women's SUITS AND CLOAKS

For Our Anniversary Sale, Nov. 13-20

Every Garment in the Great Department at a Big Reduction in Price

There are a good many hundreds of women who haven't made the decision about the New Suit or Coat for Thanksgiving Day. Perhaps a good many have put off the purchase, hoping for something to turn up at Wolbach's. Our stock is remarkably broad now and the Suits and Coats shown are distinctly the Smartest and Handsomest shown in Grand Island, as scores of women have told us. Though that is part of our concern, pride. Nowhere can the fair harried selection be so well made. Nowhere else can the visitor to Grand Island secure so promptly and certainly and at the great reasonable cost the outwear she wishes to wear Thanksgiving Day as at Wolbach's.

And then, here is their special news, the something that turned up just in time for Thanksgiving shoppers.

All Women's Tailored Suits Lowered in Price

Women's Skirts Reduced in Price

Women's Dresses Marked Down

Women's Rubberized Rain Coats

Great Bargains in Outing Gowns

Buy Petticoats Now—Save Over Half

Women's Underwear at Saving Prices

Women's Coats Marked Down Very Low

Unusual Reduction Sale of Furs, Fur Coats, Fur Lined Wraps, at a Discount of 25 per cent

Children's Cloaks Reduced From $3 to $5 in price

No. 6

ut I have another thought that I want to commit to paper before I get to that: Some years ago I applied or a position as an assistant to an advertisement writer and manager for a large Philadelphia concern. According to request, in my letter of application I truthfully stated my experience as a newspaper man, etc. In his reply the advertising manager discouraged me from seeking the position, giving it as his opinion that my newspaper experience would be considerably more of a detriment to me in the advertising business than a help. A natural circumstance arose to prevent my taking the position, but I never for a moment agreed with the advertising manager's opinion. Some years ago, too, I was persuaded to take a course with one of the leading schools of advertising. The course was a good one and I got much benefit from it; but section after section of it was devoted to the teaching of theory of which every man who has started in at the bottom

GETTING READY FOR THANKSGIVING

Great occasions have to be planned for. Haphazard hospitality may be enjoyable but it lacks the "finish" in which every housewife takes a just pride.

So we planned this Anniversary Sale a long time ago in connection with the special needs of Thanksgiving time occasions.

From the leading markets of America our buyers have been busy gathering, buying and planning for this great Thanksgiving event—long ago this was done—even before you had forgotten the pleasures of the Thanksgiving Day long since past.

The result has been that the Great Anniversary Sale will be one that will long be remembered, by those who enjoy its benefits—and we trust that you will be one among the others who will share its generous offerings. We pay tribute to King Turkey and the joyous occasion, with one of the greatest linen sales Central Nebraska has ever known.

Don't limit your purchases to present needs. Look ahead—anticipate future needs. Prices on all sorts of merchandise are on the rise. And especially is this true of linens.

Here's a chance to buy in advance of your needs and escape paying the greater prices, which are MUST charge after these offerings are exhausted. By investing you will save at least one-fourth and probably more.

Decorative Table Linens Underpriced

Anniversary Sale of Linens

Matched Sets of Table Linens

Large Size Table Coverings

Buy Towels Now—Prices are Low

Napkins to Match Above

Saving Prices on Toweling Also

Low Prices on Table Linen

Attractive Bargains in Carpets and Rugs

Lace Curtain Prices Reduced

Lower Prices on High Class Portiers

Drapery Goods on Special Sale

How Customers May Assist

Central Nebraska and particularly Grand Island merchants have offered every opportunity to shop and plan during their Great Anniversary Sale from Saturday Nov. 13th till Saturday, Nov. 20th. Seven days' independent bargains.

S N WOLBACH SONS

No. 7

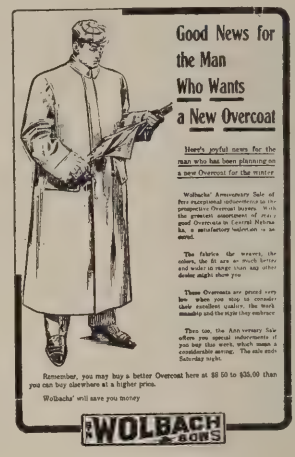
of a printing office and faithfully worked his way on up through its several departments, as so many of us have done, has a practical knowledge that cannot be so thoroughly attained in any other way. Certain departments of this course of instruction also naturally took up the subject of display and typography in general; and between you and me and the gate post, I simply had to smile at some of the teachings. All of this goes to show, I think, that the experience of a printer-journalist is a most valuable asset to an advertisement-maker. And I sincerely doubt if Brother Johns could ever have done the excellent work he is now doing for S. N. Wolbach & Sons as their advertising manager if he had not first had his varied newspaper experience. The circular to which Brother Johns refers in his first letter quoted above, was gotten up in the shape and size of a seven-column folio newspaper. The exhibit (No. 4) will give a fair idea of what the first page looked like. Surely in this ad the advertising manager's previous newspaper experience comes out unmistakably prominent in a hundred different respects and served him to an eclipsing advantage. Notice the

fine makeup, the neatly headed store news items in the upper half of the page—and if you could only read these strong, clear, convincing bits of finished English, I know you would appreciate a good deal of my admiration for the newspaper man as an ad writer. It would not be easy to suggest an improvement in the displayed lower half of this page, either. This same ad was run in the *Free Press,* Grand Island's weekly paper, on November 1, and in the edition of the same paper of November 1 another half-page ad appeared. Under date of November 12 a full page was also in-

WOLBACH STARTS NOV. 13
WOLBACH ENDS NOV. 20
Inducements to Buy Suits and Overcoats Were Never So Liberal As In Our Anniversary Sale
Underwear, Hats, Caps, Shirts, Gloves and Furnishings Free of Charge
The above offer applies on Men's and Boy's Suits and Overcoats Only
Bargains in Men's and Boy's Furnishings
Boys' Suits Free
Boys' Pants Free
Sale Prices on Leather Goods
Special Handkerchief Prices
Thousands Yards of Ribbon
Reduced Prices on Women's Neckwear
Hosiery Prices Lowered for the Sale
Buy Gloves and Save
Buy Women's $3.50 Umbrellas for $1.98
Men's Wool Mufflers 25c Each
Longdale BLEACHED MUSLIN 10c a Yard
Women's New Trimmed Hats at Much Less Than Regular Cost
Most Unusual Sale of Blankets and Comforters
Sheets and Pillow Cases at Actually Less Than Cost of Material
Many Notions for Tiny Sums During This Sale
Buy Laces, Trimmings and Embroideries—Save Half
A Most Unusual Sale of Dress Goods
Choice Silks at Saving Prices
Anniversary Shoe Sale
WOLBACH & SONS
Arnold's Santings
BedSpreads

No. 8

serted in the *Nebraska Staats-Anzeiger und Herald,* Grand Island's German publication. This, of course, was all translated into the German language. And besides all this, throughout the time set for this anniversary sale the daily *Independent's* space was taxed with special ads, beginning with all the displayed pages that made up the aforesaid circular, followed by other equally good specimens, as reproduced in exhibits 5, 6, 7, 8 and 9. This campaign, combined with the testimony that it paid, is enough to convince me that Brother Johns' newspaper experience doesn't hurt him much in his advertising work; but it would be indeed remarkable if we should find anything quite perfect. This advertising matter for the Wolbach firm would be nearly so, if it were not for the fact that sufficient discrimination in the use of underscores is not practiced in the composition of the work. Heavy or profuse underscoring detracts from the type's natural strength and force. If you doubt me, prove it by pulling a proof of the same ad with and without underscores. I do not know whether this is up to Brother Johns or his compositor, but, whoever is responsible, the work can be improved by omitting that feature. The red circular mentioned in Brother Johns' second letter quoted above, is another great newspaper advertisement—very likely the greatest Nebraska has yet seen. It was made up of eight pages, three of which must reproduce: (Engraver says, "No."—Ed.) The typographical work in these is even superior to that of the ads reviewed above. It's difficult to go into details on


Good News for the Man Who Wants a New Overcoat
Here's joyful news for the man who has been planning on a new Overcoat for the winter
Wolbachs' Anniversary Sale of fine exceptional inducements to the prospective Overcoat buyers. With the greatest assortment of ready good Overcoats in Central Nebraska, a satisfactory selection is assured.
The fabrics the weaves, the colors, the fit are as much better and wider in range than any other dealer might show you
These Overcoats are priced very low when you stop to consider their excellent quality, the work manship and the style they embrace
Then too, the Anniversary Sale offers you special inducements if you buy this week, which means a considerable saving. The sale ends Saturday night.
Remember, you may buy a better Overcoat here at $8 50 to $35.00 than you can buy elsewhere at a higher price.
Wolbachs' will save you money
WOLBACH & SONS

No. 9

such a ponderous proposition, so brevity must suffice. How well and thoroughly this sale was exploited through the local papers, my contributor has clearly explained himself in the letter—and it paid—as all judicious advertising does.

Ochelata, Okla., Jan. 19, 1910

O. Byron Copper, De Soto, Wis.

Dear Sir:—Yesterday I sent you a copy of my paper, the *Progress.* Twice before I have sent you copies and have greatly benefitted by your criticisms. I have endeavored to follow your suggestions so far as circumstances would permit, and I think I have greatly improved my paper. Please notice ad of Laderer-Baird, as I do not quite like it, yet can see no way to improve it.

J. T. May.

Indeed, the Ochelata *Progress* has improved wonderfully since I first saw it. It is quite a paper now—a real paper, and not so much of a play paper as it used to be. I remember the first time I saw it I approved of the title and expressed a hope then that that was a good omen. And now I see that the *Progress* is progressing all right. However, there is yet much room for improvement. First, suppose Editor May should remove about two-thirds of the space now existing between the words in the title and place that at each end thereof, the improvement would be noticeable. Suppose the two "squibs" at each of the upper corners of the front page were enclosed or "boxed" up with border or rule, the effect would be more gratifying. What the *Progress* shop needs, I think, is a quantity of well selected border. Brass rule is somewhat expensive, but most desirable; but where one must needs look ever to economy—temporary economy—linotype borders will do very nicely. Then Brother May will find it possible to make his advertising columns much more attractive. It is pleasing to observe that the *Progress* is being accorded a liberal advertising support, which is encouraging for the paper's future. As to the Laderer-Baird advertisement, I do not blame Brother May for not exactly liking it; no one of very good taste could quite fall in love with it; but I presume that the brother has been sadly handicapped with limited material. If he had had the type and border to have set this advertisement after a more modern style, his affection for it might have been greater. I am quite sure that mine would. Suppose the first two lines of this ad had been set full measure, inside of a neat

distinctive border; the signature in a full line with the address closed up and centered below. Suppose then that the body had been set about as it is, only with the crazy rule work omitted; don't you think, Brother May, that you would have liked it better? I would like to reset this ad in order to demonstrate just what I mean, but that is impracticable.

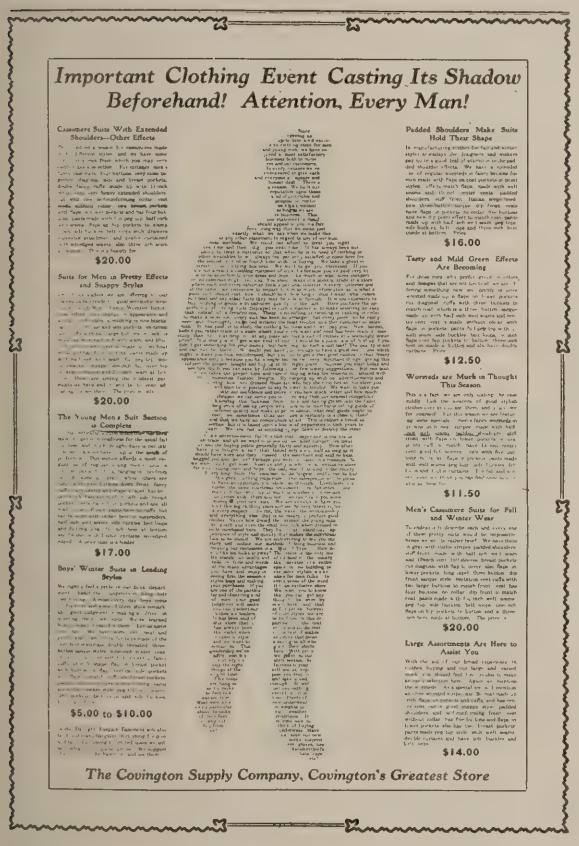
COVINGTON, TENN., NOV. 21, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Keep your eye skinned for a copy of the *Covington Leader* under date of Novmber 25, which will have another one of my ads in it, which you may take a shot at if you like. See how you like it for straight composition. Let the boys get out their glasses and see that it is type all hand set and not just a plain old cut or machine composition gotten up by an expert operator. Thanking you for numerous favors in the past, I beg to remain, Yours very truly,

TOM MCGREGOR.

This unusual advertisement is shown herewith as exhibit 13. That it is something remarkable goes without saying. It reminds me of the good old days—or bad old days—spent by your humble servant in a Chicago ad-setting office where we used to have to set cloak and suit ads in pearl and agate to conform to the contour of the cut. Having had that experience, it is


Important Clothing Event Casting Its Shadow Beforehand! Attention, Every Man!

Cassimere Suits With Extended Shoulders—Other Effects

$20.00

Suits for Men in Pretty Effects and Snappy Styles

$20.00

The Young Men's Suit Section is Complete

$17.00

Boys' Winter Suits at Leading Styles

$5.00 to $10.00

Padded Shoulders Make Suits Hold Their Shape

$16.00

Tasty and Mild Green Effects Are Becoming

$12.50

Wormeads are Much in Thought This Season

$11.50

Men's Cassimere Suits for Fall and Winter Wear

$20.00

Large Assortments Are Here to Assist You

$14.00

The Covington Supply Company, Covington's Greatest Store

No. 13

easy for me to see how Brother Tom McGregor managed to get so perfect a type man in this specimen; but just the same it is a mighty particular, painstaking job, and one I would not envy. The technique (as artists say) is perfect and the ad as a whole must have created comment among *Leader* readers. There is hardly enough space between words in the last line in this ad; in fact, it might have been allowable to have spaced out to a full line.

I thought last month that I had finished up with all the special Christmas editions, though how I came to miss that of the Washington, N. J., *Star* I cannot see. It was introduced to me by the following letter from Harry E. Shrope, the *Star* ad-man, which will bear quoting:

WASHINGTON, N. J., DEC. 10, 1909.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am mailing you a copy of our special holiday number under separate cover. Aside from the fact that the paper on inside sections was below the usual standard (thereby marring the half-tone illustrations) and which was not discovered until too late to make a change, we have no kick coming. You may, though, after looking it over, and that's what we are sending it for. By the way, have mailed you some ad specimens recently. Would like to know what you think of them.

Sincerely yours,

HARRY E. SHROPE.

I must say this special holiday number of the Washington, N. J., *Star* is considerably different in many respects from the specials issued by so many of the western publications as reviewed in this department last month. It consists of twenty-eight pages and cover of heavy calendered stock. On the front of this cover is a circular cut of something over a foot in diameter, being a reproduction of Carl Muller's famous picture entitled, "The Holy Night," which is one of the finest things I have ever seen printed. It is used by permission of some New York photographic concern, but I presume was printed by the *Star* office, and if so, the work is highly creditable. As itimated this edition is extensive and I cannot hope to more than partially do it justice in this review. The contents are simply grand and the advertising patronage is enormous. Amongst a thousand fascinating things is one article especially interesting to me and especially appropriate to mention here, namely, that article entitled "Something About the Star Printing Plant and its Complete Equipment." This is practically a brief history of the paper's growth during the past twenty-two years. All of this article is extremely good and I only wish that I might quote it all; but here is a paragraph from it that is in line with the thought expressed in the introduction to this installment:

> Twenty-five years ago merchants "put" an ad in the home paper simply to encourage the town printer, or because he traded with them, or because he was a "nice fellow." Most of that sentiment has been dispelled.

As the *Star* editor sums up his growth and success he does not fail to mention the fact of his having a local correspondent in every little town within his field as being one of the chief secrets of his paper's popularity, and today, he declares, the *Star* has fully forty faithful local reporters, and 4,100 subscribers. Next month I shall consider Brother Shrope's advertisements.

COULD NOT BE WITHOUT IT.

HEBRON, NEB., JANUARY 10, 1910.

National Printer-Journalist.

GENTLEMEN:—Enclosed find two dollars to push my subscription ahead until next June. I could not be without the JOURNALIST. It is like a good meal at the end of a busy day, and I feel proud of you and your work. May you have still greater success, and achieve the victory which you desire.

Wishing you the compliments of the season, I beg to remain, Your friend and well wisher,

HENRY ALLEN BRAINERD.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

THE NEW CENTURY RULING MACHINES AND STRIKERS.

Their main points of superiority are the improved way of striking by lifting and dropping the paper to and from the pens to strike in place of the pen beam and pens as in the old way. This does perfect work and stops all jump, jar and vibration of the pens and beam.

At the same time in a minute the machine can be set to strike the old way, but the beams being all metal are very rigid and strong and even when striking the old way this avoids almost all of those troubles.

The object in building the machine this way is not because the striker will not do better work, but to avoid any argument and make a strong selling point by giving a ruler his choice, knowing he will find out then for himself.

Otherwise they have patented, and applied all over the machine, time and labor-saving ideas. One simple one is a little lever under the ruler's hand, a quarter turn of which either way locks or unlocks the pen clamps in the beam all the way across without the use of thumb screws. This not only saves time, but also saves marring the clamps as screws do, and saves reaching over or going around on wide machines. This was patented July 13, 1909.

The whole machine is constructed very much stronger and heavier than any others, especially all the gears, shafts, etc., thus giving long, steady wearing qualities and also making a firm, strong striker.

Large rolls and tables are built of laminated wood which is known to be the strongest possible way of making them. It costs more but it is the machine we are after—not the cost.

Such little trifles as the ruler's tray being lined with sheet copper to prevent ink soaking through to the cloth and other small improvements show they are making the machine perfect to the minutest detail and without regard to cost.

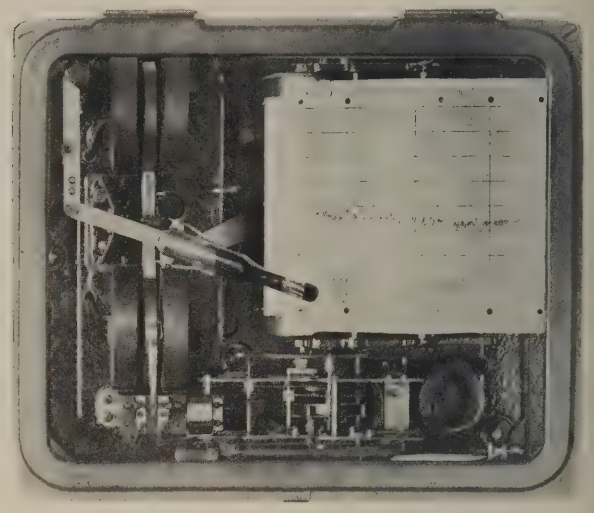
At the same time for the present they are selling them at the regular price. Any ruler who is in the market for a machine and once examines them will buy without any hesitation.

Are you of an analytical turn of mind? If you have a fondness for making deductions and you are not as well acquainted with the best printing ink manufacturers as you might be read the March page advertisement of the Ullman Company. See if you will not agree that the method of adorning the short tale is the work of a clever ad writer.

RECORDING THE OUTPUT AND LOAD FACTOR OF NEWSPAPER PRESSES ELECTRICALLY.

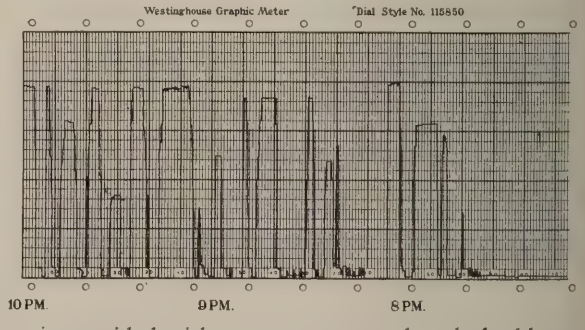
Among the interesting special applications of graphic recording electrical instruments is their use as speed recorders where some important, continued operation is to be studied with a view to improving its time, efficiency and economy. Several large New York daily papers have had installations of this kind added to their press room equipments, and are now obtaining complete, continuous records of the operation of their mechanical plants,—information which is found very valuable in foreseeing delays and halts during the hurried and important minutes when each paper is racing to be first on the streets with its edition.

Ten volt magnates have been used in these instances, being geared or positively connected to the main shafts of the respective presses. When run at full speed, say 250 revolutions a minute, such a magnate is designed to give ten volts at its terminals. Arranged to be connected



across these terminals is a 10 volt Westinghouse graphic recording voltmeter, which gives a full scale movement when ten volts is impressed upon its windings. Special record paper is furnished, reading directly in revolutions per minute up to 250 for full scale deflection. It is evident, therefore, that when the magnate is running at full speed, 250 revolutions per minute, it develops ten volts, and this in turn produces a full scale indication, which is read directly from the scale as 250 revolutions per minute. Intermediate speeds are proportionately and accurately indicated.

At the present time, one of the best installations of this system is in the printing plant of the New York World, which has sixteen magnates for recording the speeds of its single and double octuple presses. Each single octuple



press is provided with one magnato, and each double press with two magnatos, as the two parts can be operated separately. At present there is installed in the "World" office, in a room two floors above the press room, a single Westinghouse graphic speed indicator arranged for connection at different times to any of the sixteen pairs of leads from the corresponding magnatos.

Each magnate has an individual complete metallic circuit to the graphic speed indicator; each circuit including a separate voltmeter resistance which has been accurately adjusted to the differences of the leads, voltages of the magnatos, etc. The lengths of the various pairs of connecting wires vary from 150 to 250 feet, and the voltages of the sixteen magnatos are all within ten per cent at the same speed. However, the accurate allowance made for each factor by inserting suitable resistance, followed by careful calibration of the indicator in circuit with each

magneto, makes the meter reading absolutely dependable for the speed of any of the 16 presses. To avoid the trouble of changing over connections, and to obtain records of several presses at the same time, each magnato is later to be furnished with its own permanent recording instrument, although this was not done at first in the case of the World on account of the rather novel and experimental nature of the installation.

In the case of the World plant, the full load speed of the press cylinders is about 200 R. P. M., and as the magnatos are designed to operate at a maxium of of 1000 R. P. M., they are geared to the press cylinders at a rate of 4 to 1 by means of sprockets and chains. When the press is operated at a speed of 200 R. P. M., the magnato is running at 800 R. P. M., and the meter records at a point four-fifths of the distance from zero to the top of the chart.

The meter clock is provided with a synchronizing attachment which is controlled from the master clock connected to the Western Union service through a special relay. The master clock is controlled by impulses at one-half minute intervals from the Western Union service, and it in turn controls a large number of clocks installed through the Pulitzer Building, in which the World plant is located. The relay is required to give impulses at intervals of one hour for the synchronizing device.

Accompanying is the reproduction of a record recently obtained on a large press in the New York World plant during the printing of an edition. The record speed is four inches per hour, and the irregular line poduced by the pen indicates clearly the different operations to one familar with the action of newspaper presses. For instance, the jogs in the record, indicating a speed of about 10 R. P. M., are caused by threading in a new roll of paper in the press, or by the repairing of a break in the paper due to a choke or excessive tension on the roll from which the paper is fed.

As a result of the success experienced with Westinghouse graphic speed indicators in a number of printing establishments, as well as in an experimental installation in its own plant, the New York Globe and Commercial Advertiser is now putting in a complete system of speed recorders in its press room.

Circulation managers and publishers desirous of increasing the circulation of their papers should consult with Mr. S. Blake Willsden, the premium specialist. Mr. Willsden has a large variety of antidotes and tonics for a run-down condition of the subscription list.

A DUTY THE BUSINESS MANAGER CANNOT SAFELY DELEGATE.

Have you your type specimen book near your hand? Is it well thumbed? If not, no one is attending to the vital business of compelling your readers to read the advertisements?

The average office-set advertisement in the average newspaper tells the tale of advertising opportunities wasted through carelessness, want of thought, and absence of study. Every successful advertiser is particular about display.

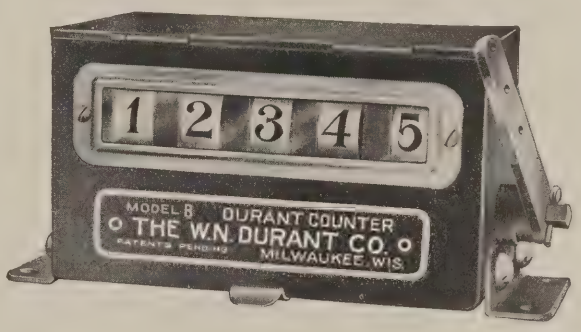
You do not have to drum the successful advertisers—they can not be kept out. The expenses for soliciting new advertisements can be cut down by making your types talk forcibly and appealingly for those you now have.

The type specimen book is the text-book of type study. *The American Type Founders Company's Line Type Book* and the *Supplement to the American Type Founders Company's Type Book* are (combined) the greatest type books ever printed. They not only show the winning type faces but they are full of the expert examples of how these type faces can be used to compel the advertisers to come in and stay in your columns. If you study these two books you can keep your advertisers pleased because their advertising pays them.

DURANT COUNTING MACHINE.

The larger and higher types of counting machines, known as revolution counters, have always been constructed with full gears and positive action, as their accuracy and durability is frequently a matter of great importance. This had not been the case with printing-press counters until the appearance of the Model B. Durant Counter, which has been placed on the market by the W. N. Durant Company, 523 Market Street, Milwaukee, Wisconsin, as essentially a job-press counting machine and in which several marked improvements have just been effected. The makers are pioneers in manufacturing these useful machines, their ratchet counter, now called Model A having been on the market for thirty years and become very favorably and widely known. It is still the most popular cylinder press counter.

In introducing the Model BB machine the object has been to provide a smaller, lighter and more compact counter than was heretofore made, and which can be more readily applied to job presses. This counter is constructed entirely of steel and brass machined parts. The case is neatly finished in black oxydize and is perfectly dirt-proof, while the figures are very prominent black characters on a white background. The working parts are few and simple, with only a single spring entering into the counting mechanism and the



digit wheels are all locked at every stroke, thus insuring absolute accuracy even at a very high speed. All parts bearing any particular strain are of hardened steel and the elimination of screws in the working parts leaves no chance for anything to get out of order.

A marked feature of the counters of this company is their freedom from annoying breakages. Every machine they now make is subjected to so severe a machine test before final inspection that it is equivalent to several months' use in a press room. This will, of course, make evident any possible defects in workmanship or materials and hence no counter is ever shipped which is not perfect in every detail.

One of the particular features of the Model B Counter is its general adaptability. The lugs, or feet, can be used at the bottom of the back, thus making it easy to secure it to a vertical or horizontal surface, and the operating lever may be placed in any one of four different positions. Resetting is very quickly accomplished without the use of a key by simply raising the lid and pushing the digit wheels forward. The makers also advise us that they have developed simple, practical attachments for applying the Model B Counter to Chandler & Price, Challenge, Colt's Armory and Universal presses, any of which can be set up in five minutes with the aid of only a wrench. Both the counter and attachments have been received with much satisfaction wherever shown and can be obtained from any printers' supply house.

TRANSPARENT VIEWS.

The photographic view-point which is most satisfactory in showing the machine as a whole, often leaves much to be desired because some essential feature is hidden.

In such cases, so-called "Phantom" or Transparnt veiws are used, the obstructing parts being drawn as though transparent, permitting the otherwise hidden features to show.

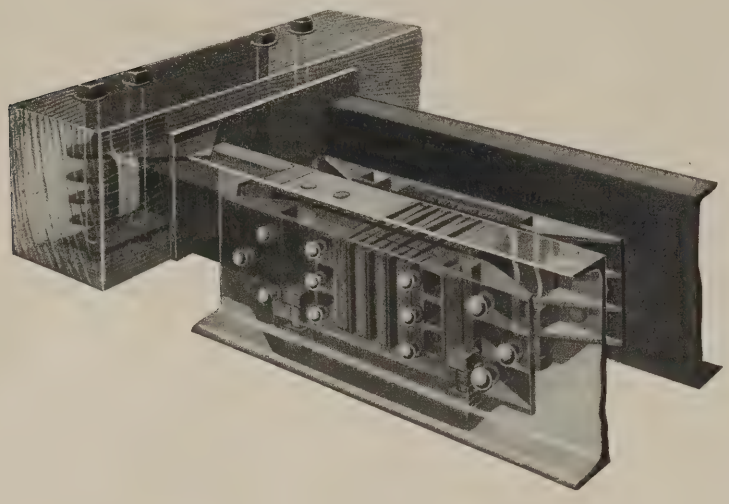


Illustration by Gatchel & Manning

In the view of part of car frame on this page, the channel iron and wooden cross beam are shown. The inner construction is in this way illustrated clearly.

It is apparent that such a view is less confusing and less likely to be misunderstood than the old way of showing the obstructing parts broken off on irregular lines.

THE GROWTH OF A FAMILY.

The newest type family is the Century Type Family, which is now being welcomed into thousands of printing offices—a proved success. It is the work of some years of study, and possesses that simplicity which is the perfection of any art. Nothing is more difficult to acieve in expression, graphic or individual, than simplicity, allied to strength and grace. The Century Old Style Family of type will cover the whole range of a printer's requirements where an old style is suitable.

It is effective and beautiful in the finest piece of book or catalogue, and adds efficiency to a dry good's advertisement or a hand bill. This is because of its simplicity and individuality, its admirable color in a page, and its eye-attracting quality. The eye follows it without strain or weariness.

The Century Old Style is a well pondered product of the unique designing department of the American Type Founders Company, and the Century Old Style Bold extends its usefulness.

The Printing Art has adopted Century Old Style as its body letter, and in that periodical its splendid characteristics are beautifully demonstrated.

CANADA HAS NEW PRINTING INK FACTORY.

A new printing ink factory has been started in Canada, with a paid-in capital of $40,000. The Dominion Printing Ink and Color Company is the name of the corporation and the purpose is to manufacture printing and lithographic inks and dry colors. Mr. H. D. Roosen, of the well known H. D. Roosen Company of New York, is the Treasurer, John W. Roosen, President and R. C. Hewitt, Secretary. The factory is located at 67-71 Adelaide St. West, Toronto.

The new plant is in effect a branch of the H.D.Roosen Company, so well known in the United States for the manufacture of high grade printing and lithographic inks, and as a natural consequence, the Canadian trade will receive equally valuable service.

Already the response has evidenced that the new company is to meet with great success. The demands of the Canadian trade are great, but they are being met with customary American promptness and enterprise. As an offspring of the H. D. Roosen Company it will be no laggard in the procession.

As many of our readers know, the H. D. Roosen Company, organized by Mr. H. D. Roosen, has a modern ink manufacturing plant at 261-263 Water St., Brooklyn, N. Y. Mr. Roosen started in business eighteen years ago and his progress has been marked by successive advances which have meant a healthy and sturdy growth along enduring lines.

The Roosen Company has always had a good Canadian trade and the establishment of the new plant will relieve the pressure upon the New York factory and naturally will greatly improve the service rendered to Canadian printers and lithographers.

Mr. H. D. Roosen returned March 16th, with his family, from an extended pleasure trip to Florida and Cuba.

Printers are assured that the cost of printing freight and passenger tariffs, time tables, and similar tabulated literature for railroads and manufacturing concerns, will be reduced more than one-half through an invention just perfected by a young Chicago artisan. Employing printers to the number of more than one hundred listened at the monthly dinner given by the Ben Franklin Club in the rooms of the Chicago Advertising Association, to an explanation of the new device by William C. Hollister, who heads the Chicago Lino-Tabler Company, just incorporated with capital stock of $100,000, to manufacture and lease the device to the larger printing houses of the country.

The invention is a comparatively simple combination of a V-shaped mold or matrice with a triangular wire or rule formed under great pressure from tungsten, a metal resembling copper, but harder and more expensive. The device is readily adaptable to the Linotype or other slug-casting machines, of which nearly fifteen thousand are in use in America. It will be leased, and the rule must be bought of the Lino-Tabler Company.

The inventor is Ashton G. Stevenson, an expert machinist-operator of the Linotype, who will assist in instructing pupils of the Inland Printer Technical School in the use of the system. Mr. Stevenson is vice-president of the manufacturing company, and William C. Hollister, Jr., is secretary and treasurer.

Offices have been opened at 128 Sherman St., Chicago.

, It is suggested that the publishers who are unacquainted with Ayer & Sons Directory should send for circular matter descriptive of the publication. The address is N. W. Ayer & Sons, 302-308 Chestnut Street, Philadelphia, Pa.

Students in the School of Journalism of the University of Missouri got out a special noon extra of the *University Missourian* on the day of Arthur Brisbane's visit to the school. The extra contained a complete account of Mr. Brisbane's lecture to the University assembly, his talk to the classes in Journalism, and the small news of the day. It was distributed at Dana House, the club house of the students of School of Journalism, at the Brisbane luncheon.

John R. Francis, publisher, died at his residence in Chicago, March 2. He was born in New Hope, N. Y., July 18, 1832. He went to Kansas and in the early years of that State was connected with the legislature. For the last twenty-one years he had been a publisher of the *Progressive Thinker* in Chicago.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

GENERAL NEWS FOR EVENING PAPERS. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR THE TRADE—Best line of Litho Print Stock Certificates, Bonds, etc. New and Special Designs. Fine Gold Effect. Write for samples and prices. THE PIONEER COMPANY, established 1849, Manufacturing Stationers, St. Paul, Minnesota.

$7,000.00 CASH AVAILABLE

For first payment on a satisfactory small daily newspaper property in pleasant city of about 16,000. If total price did not exceed $20,000.00, the deferred could be cancelled within one year. Property must bear close investigation and show 6% net on investment after taking care of salaries and depreciation.

Proposition No. 593.

C. M. PALMER

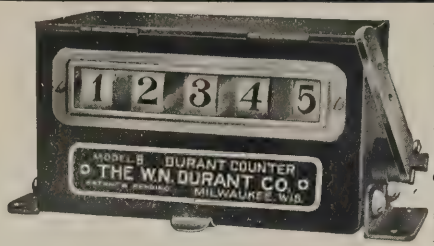
Newspaper Broker **277 Broadway, New York**

Two-Color Cuts and Copy

For a series of advertising that will boom your job department something new every month, cos s but $2 or $3 per month, owin to the service you choose, but it brings results. Don't despise the service because it is cheap. We make the price low because printers are not millionaires, but we go after effective results just the same. Write at once.

Business Builders

Frank H. Armstrong Adv. Co., Des Moines, Iowa.



DURANT MODEL B JOB PRESS COUNTERS

Model B, Job Press Counter

Set a new Standard. Equal to our Model A. cyl nder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five minutes o any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis.

Cutters That Cut

will give you more work and better work.

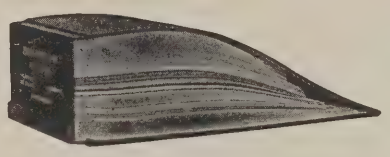
Royle makes that kind.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery

James White Paper Co.



TRADE MARK
Reg. U. S Pat. Off.

210 Monroe Street, Chicago

Cover and Book Papers

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist

STATION X, - - - CHICAGO, ILL.

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

A Glimpse of Our New Cut Catalog

Just to Give You An Idea of Its Contents

Our new Cut Catalog contains 150 pages—some 1800 cuts—each representing an advertising "idea;" every one answering a useful purpose; all of them ready to lend a touch of human interest and artistic embellishment to an otherwise ordinary job of printing.

Just exactly what the newspaper publisher needs to enliven merchandise ads in his paper. The use of our cuts will double the value of his advertising space.

The printer can "ginger up" his products with our cuts and greatly increase his business and profits. A few of the good things shown in our new catalog are—

Advertising Cupids	Eye-catchers	Merchandise Cuts
Comics	Borders	Holiday Illustrations
Menu Headings	Closing Cards	Toys, etc.

The cuts are ready for immediate delivery. They cost but a few cents and add dollars to the value of your output.

We have always sold the books for 25 cents to cover postage, but to place it before the readers of the National Printer Journalist, we have taken off the tax. We'll send it to you free. Merely drop us a line saying "send a copy of your New Cut Catalog free."

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

Branch Offices in Fifteen Principal Cities

215 Madison Street, Chicago, Ill.

When a Manufacturer

of Printing Inks has operated a factory day after day for eighteen years;

When this Factory

has had to undergo enlargement several times and

When a Demand

originally built up has been doubled time and again.

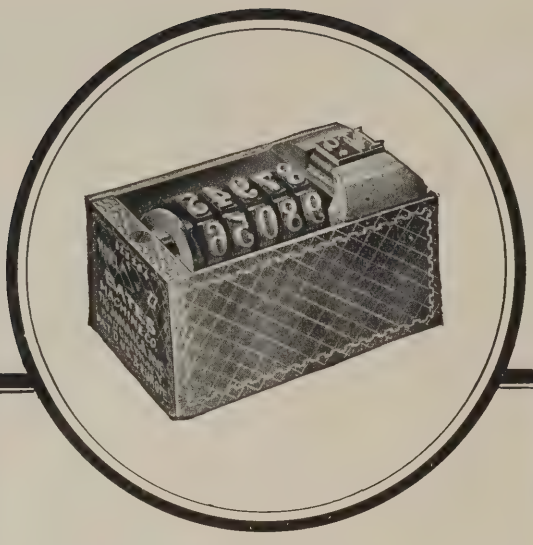
Does It Not Prove

that this manufacturer knows how to make Ink?

The H. D. Roosen Co.
Are Satisfied

that the success and growth of their business has been due to the quality they have always maintained.

261-263 Water St.,
Brooklyn, N. Y.



Here's The Best Press Numbering Machine You Can Buy

BATES MODEL 27A possesses every good feature that a press numbering machine should have. It is

Adapted to any press made to print from type and will meet all the requirements of any ordinary printing establishment.

Easy to operate because of its simplicity in construction.

Absolutely accurate because made by the most skilled numbering machine mechanics in the world.

Extremely durable because constructed of the finest material money can buy.

Sold at a reasonable price—$8.00.

Bates Model 27A

is type-high and may be locked in the chase with the form or used separately to print numbers only. Size 1½ x 15/16 inches. The working parts are made of a highly tempered carbon steel—the frame of a tough bronze metal that possesses extraordinary durability. The figures engraved on the best quality steel wheels are practically indestructible The machine is automatic and numbers from 1 to 99,999 consecutively, Every machine is tested up to 15,000 impressions per hour and is guaranteed to be perfect in every way. We will immediately refund money should any machine prove the least bit unsatisfactory.

For sale by dealers everywhere.

Telegraph Orders Filled Immediately

A reserve stock of 1000 machines is maintained by us for rush orders. Wire us at either address mentioned below.

The Bates Machine Company

696-710 Jamaica Avenue - - - Brooklyn, N. Y.

315 Dearborn Street - - - - Chicago, Ill.

S. BLAKE WILLSDEN

The Pioneer Map Man

Member National Geographic Society
Member Chicago Geographic Society

MAPS, CHARTS, ATLASES

Announcement—Just Published

WILLSDEN'S UNRIVALED LIVE STOCK ANATOMICAL CHART

(Copyright 1909 by S. Blake Willsden)

The Only Publication of Its Kind

It is a practical education in the anatomy and common diseases of farm animals. Published **at an initial expense of $10,000.** An invaluable work for farmers and live stock breeders.

THE IDEAL PREMIUM

For Farm Journals and Weekly Newspapers, also for Daily R. F. D. Business.

Over 200.000 Sold to Date

The following is an unsolicited testimonial from a large and prominent paper that does not like to have its name made public, but this name will be given to regular patrons upon request.

"We have been using Willsden Wall Chart in circulation promotion work for the past six years. There is no better circulation getter. This year we will use twice as many of your new charts as we have used in any year in our history."

A first class county seat weekly writes:

"The charts have been received and are going like hot cakes. We had some two years ago that gave such excellent satisfaction that when your Anatomical Chart came out we jumped at the chance. Every subscriber who has received the chart declares it superior to the one of two years ago. Our list is made up largely of farmers and the younger up-to-date farmer especially, is pleased with the chart because it is a veritable encyclopedia to him. At this writing it looks as though we would need some more in the very near future."

(This is a sample of hundreds of other testimonials received from satisfied customers.)

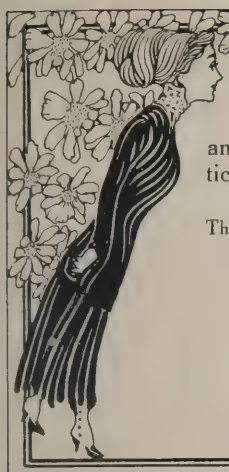
We are now making contracts for territory. **If you wish the county right** send 50 cents in stamps postpaid. **This chart must be seen to be appreciated.** Price low enough to permit of a free offer.

Write for quantity prices and full particulars.

S. Blake Willsden

PREMIUM SPECIALIST

151-153 Wabash Avenue Chicago, Ill.



QUALITY IS THE FINAL TEST

and our *Designs* and *Engravings* have it. For twenty-one years we have preached and practiced *quality* and *square dealing* and the result is our plant and business grow larger every year.

Send for Specimen Portfolio No. 7

Three and Four Color Work, Plates for Souvenir Post Cards—Duographs—Machinery—Birds Eye Views, etc.

—— Established 1889 ——

GATCHEL & MANNING

Designers & Engravers

in one or more colors

PHILADELPHIA

Wire-stitcher Economy: what it calls for

With reduced working hours, increased labor expense, and demands for a better quality of wire stitching, *the binder must look to his bindery equipment to meet the exactions of modern business conditions!*

The "Boston" Wire Stitcher

is the key to better bindery profit under present-day requirements, and printers or binders who up to now have not become acquainted with the "Boston" should get under cover at once. ¶ Inquire or order of

American Type Founders Co.

General Selling Agent "Boston" Stitcher

Clearface Bold and Italic Type and Strathmore Border

Juergens Bro's. Co.

Designers and Engravers

Electro Stero and Nickle-Typers

167 Adams St.

Chicago.

Telephone Franklin 460

Private Exchange, All Depts.

The only Engravers and Electrotypers within the loop.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
Armour Printing Works	56	"
R. J. Kittredge & Co.	49	"
W. B. Conkey Co.	64	"
M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

Chicago St. Paul Detroit

FORTIETH YEAR
Established 1869

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
316-318 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St. South

DES MOINES
609-11 Chestnut Street

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

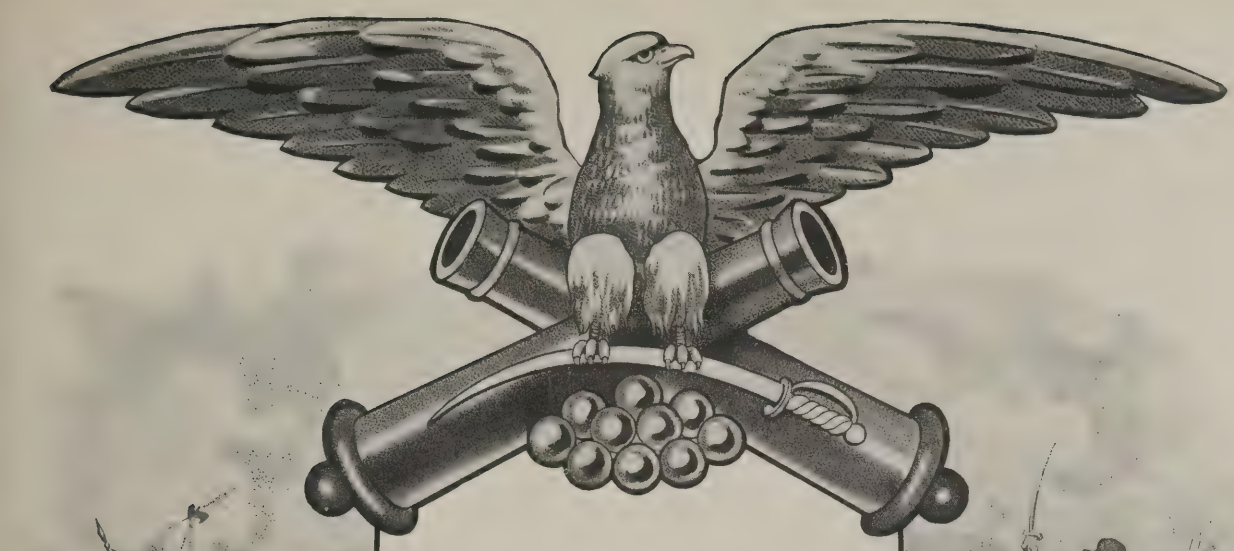
Printing Inks

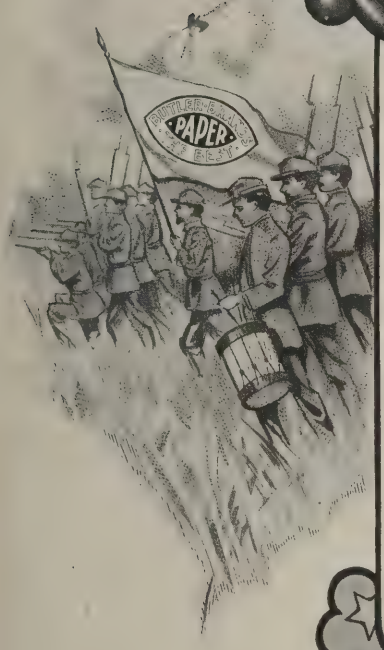
Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.





WITH a feeling of extreme confidence and earnest endeavor to satisfy we ask your consideration of

"Casco Plate Super"
"Diamond 'B' Super"
AND
"B. M." S. & S. C.

a trio of Sized and Super-Calendered Book Papers worthy of our stamp. They are not to be confused with 'ordinary' S. & S. C. papers. You will better understand why when you have seen samples. Yours are ready.

Veterans in the fight for Quality

J. W. BUTLER PAPER CO.
ESTABLISHED
BUTLER·BRANDS
PAPER
THE BEST
1844
CHICAGO

DISTRIBUTORS OF

STANDARD PAPER CO.,	MILWAUKEE, WIS.
BENEDICT PAPER CO.,	KANSAS CITY, MO.
SOUTHWESTERN PAPER CO.	DALLAS, TEXAS
SOUTHWESTERN PAPER CO.	HOUSTON, TEXAS
PACIFIC COAST PAPER CO.,	SAN FRANCISCO, CAL.
SIERRA PAPER CO.,	LOS ANGELES, CAL.
OAKLAND PAPER CO.,	OAKLAND, CAL.
CENTRAL MICHIGAN PAPER CO.,	GRAND RAPIDS, MICH.

"BUTLER BRANDS"

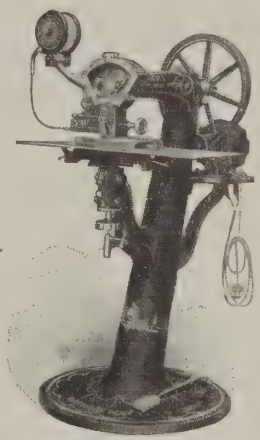
MUTUAL PAPER CO.,	SEATTLE, WASH.
AMERICAN TYPE FOUNDERS CO.,	SPOKANE, WASH.
AMERICAN TYPE FOUNDERS CO.,	VANCOUVER, B. C.
NATIONAL PAPER & TYPE CO. (Export Only)	NEW YORK CITY
NATIONAL PAPER & TYPE CO.,	CITY OF MEXICO, MEX.
NATIONAL PAPER & TYPE CO.,	CITY OF MONTEREY, MEX.
NATIONAL PAPER & TYPE CO.,	HAVANA, CUBA

LATHAM'S
MONITOR
MACHINERY

for the complete bindery, stands at the top by virtue of 20 years experience

We manufacture

Punching Machines
Perforators
Embossers
Table Shears
Creasers
Paging and Numbering Machines
Scorers
Standing Presses
Job Backers
Etc., Etc.



5000
of our
WIRE STITCHERS
are now in use by the best Printers and Bookbinders in the United States

12 sizes and styles of Box Stitchers

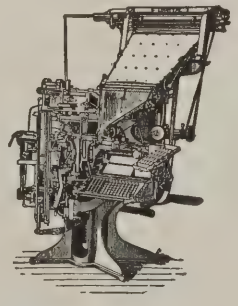
No. 1, 20th Century Monitor Wire Stitcher

LATHAM MACHINERY CO.
Chicago: 306-312 So. Canal St.
Boston: 220 Devonshire St. New York: 8 Reade St

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.

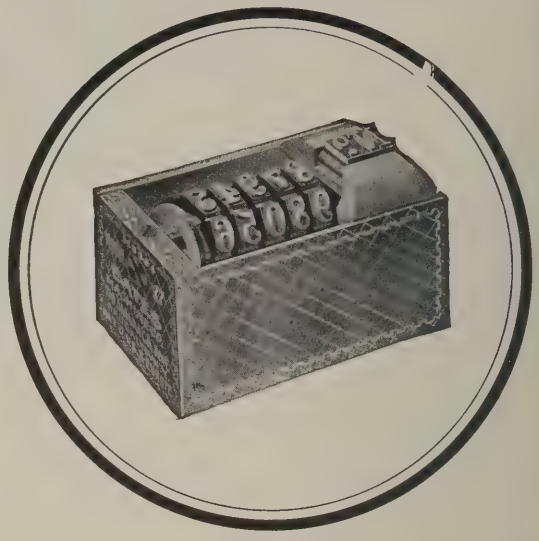


We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO



An Important Message To Every Printer

DID YOU EVER stop and think how much money you paid in profits in a year, or five years, or twenty years either by sending your numbering out, or by doing it yourself in the old-fashioned way with crude inferior machines?

Our machines offer a splendid opportunity for you to fatten up your bank balance. Because they enable you to combine your printing and numbering in one operation. Or in other words the numbering costs you absolutely nothing.

Do you not think that this would make a lot of difference in your profits at the end of the year?

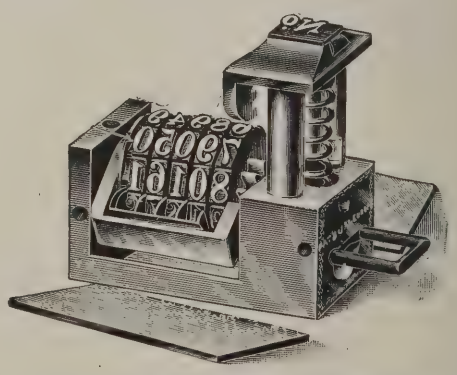
MODEL 27A

here shown is the machine usually used by Printers and will meet all the requirements of any ordinary printing establishment. It is type-high and may be locked in the chase with the form, or used separately to print numbers only. Size $1\frac{1}{2}$x$1\frac{5}{16}$ inches. The machine is automatic and numbers from 1 to 99,999 consecutively. It is adapted to any press, easy to operate, absolutely accurate, extremely durable. **Price $8.00.**

Every machine is tested up to 15,000 impressions per hour and is guaranteed to be perfect in every way. We will immediately refund money should any machine prove the least bit unsatisfacto-

For sale by dealers everywhere.

The Bates Machine Company
696-710 Jamaica Avenue - - - Brooklyn, N. Y.
315 Dearborn Street - - - - Chicago, Ill.



View showing parts detached for cleaning.

More Unitypes

We are now selling UNITYPE machines in large numbers, which attests the correctness of our diagnosis of the matter with the printing business and its needs, as set forth in our pamphlet.

To ascertain costs of production, however laborious or distasteful that may be, and invariably use them in the preparation of every estimate, is the first pressing need; while the second is, to use for each kind of work only such machinery as is particularly adapted to perform it with economy and dispatch. These two practices **must** be put in force before a printing business, however large it may be, can be considered as upon a manufacturing basis, and be expected to stand, in profits returned, among manufacturing establishments.

We mention UNITYPE sales merely as an indication of the fact that we are making rapid progress in getting printers to figure out the costs of their composition, and to consider the rearrangement or re-equipment of their plants in conformity with established manufacturing custom. These are signs of healthy progress. There is as much folly in doing a job without **knowing** it will bring a fixed profit, as in doing it wastefully upon one machine instead of economically upon another. Both questions require to be thought out by every printer for himself.

With the second question we can be of material assistance—we quote from "The Matter With the Printing Business," page 14:

> "In the printer's case three composing machines are offered him. Each is particularly adapted to part of his work; but no one of them to all of it. Therefore, in order to bring his establishment to the highest pitch of earning power, he must know the kind of work to which each machine is fitted, and apply that machine to that work only. It is precisely because of this imperative need of such a subdivision of work among machines—as necessary among machines as among men—that we have published this paper.
>
> "It is not our intention, however, to analyze the field of printing and assign to any machine, other than the UNITYPE, the particular province to which it belongs. But of the UNITYPE we unreservedly say that wherever books, catalogues, magazines, or similar matter is set, there lies the work of which no other machine can yield so much at so low a cost.

Wood & Nathan Company

No. 1 Madison Avenue, New York City

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
Armour Printing Works	56	"
R. J. Kittredge & Co.	49	"
W. B. Conkey Co.	64	"
M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

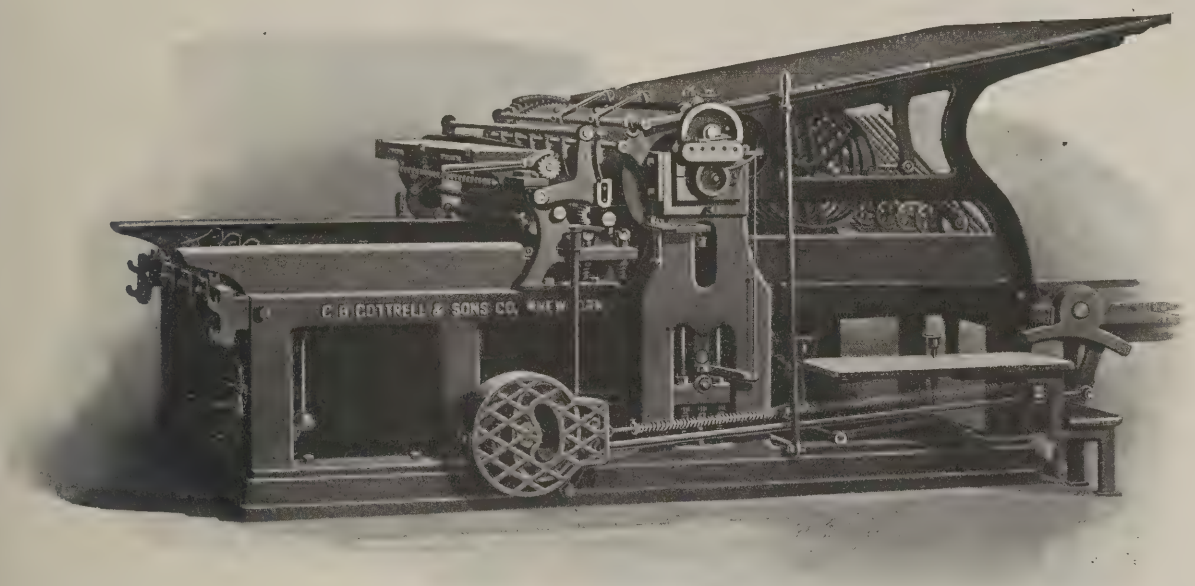
Chicago St. Paul Detroit

FORTIETH YEAR
Established 1869

For the Rapid Production of Newspapers, Book Work and General Printing

COTTRELL ECLIPSE

TWO-REVOLUTION TWO-ROLLER PRESS



Very Strong and Simple
Runs at High Speed
Quickly and Easily Handled

Made in One Size Only
Bed 38 x 55 inches
Will take four seven-column pages

A FEW YEARS AGO there was a general movement among newspapers to adopt the six-column quarto size. In the same way there is an increasing tendency to-day to enlarge to seven-column quarto size, due to the pressure of increasing business and necessity for more space to handle it. Readers appreciate the increased quantity, which in turn attracts more business to the enlarged paper. A Single-Revolution press for the larger size would be too slow and cumbrous. To meet this situation, the Cottrell "Eclipse" two-revolution two-roller press is especially adapted. It also handles the general work of a printing office easily, rapidly and well.

C. B. COTTRELL & SONS CO.

41 PARK ROW
NEW YORK

WORKS:
WESTERLY, RHODE ISLAND

279 DEARBORN STREET
CHICAGO

SALES AGENTS **KEYSTONE TYPE FOUNDRY** PHILADELPHIA

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO

Jaenecke's NEWSPAPER INKS

FOR

Perfecting, Cox Duplex and Cylinder Presses

Gives Satisfaction

It's made from refined Rosin Oil Varnish—not the vile, smelling bi-product of petroleum—give them a trial.

Some of our book ink standards are:

O. K. Cut 4771 F **Nubian Black** **Ambition Black**

Spcl. Black 4449 **Surprise Black**

and a full line of superb—Job Colored and Black Inks.

The Jaenecke Printing Ink Co.

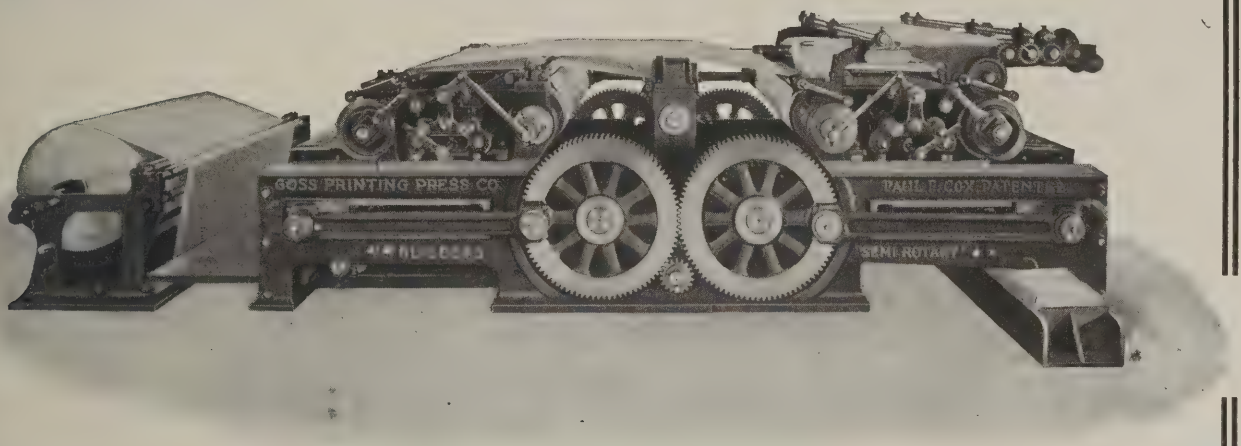
Main Office and Works: Newark, N. J.

New York · Philadelphia · St. Louis

Chicago Office: 351 Dearborn Street

THE NEW SEMI-ROTARY FLAT BED WEB PERFECTING PRESS

Prints from type or plates. Built in two sizes to print either 4 or 8 pages or 4-8 or 12 pages of a standard seven column newspaper from one roll—requires but TWO INKING FOUNTAINS and TWELVE COMPOSITION ROLLERS (which are all interchangeable), has counter-balancing moving type beds (moving in opposite directions) ROTATING CYLINDERS, tapeless in and out feed, AUTOMATIC WEB TENSIONING DEVICE, CONTINUOUS MOVING PAPER, and many other new features which insure a steady running reliable press, one in which the web breaking has been eliminated.



PATENTED

The New Semi-Rotary Flat Bed Web Perfecting Press

The Press is Right. The Price is Right.

Read what users have to say after year's steady use:

Bakersfield, Calif. Oct. 16th, '09.

Gentlemen:

In April of this year we installed an eight-page press of your manufacture in our office, and at this writing it affords us sincere pleasure to state that the press has given the very best satisfaction, It has not given us the slightest trouble, and from the date of installation until now the web has not been broken or the ink rollers removed. The way the press pulls the web of indifferent paper throngh the machine is marvelous. The impression is excellent and the register absolutely perfect. The inking device, which throws the rollers in or out of contact, is a marvel of simplicity and results in a great saving of time, The ability of the press to print on heavy book paper without offsetting should commend the machine to book publishers.

In conclusion, we are more than pleased with the press, and are proud that we own one. We cannot say too much in commendation. It more than meets every expectation.

With best wishes for the success of the Semi-Rotary press, we remain, Yours very truly,

THE ECHO PUBLISHING CO.

(**User of eight page machine.**)

San Francisco, California, January 18.

Gentlemen:

After one year's most successful test, cannot refrain expressing our thorough deep satisfaction, press which works perfectly, iu every respect beyond our expectations. We wish your company greatest success which cannot fail with such wonderful machinery.

L'ITALIA PRESS CO.

(**User of 12-page machine.**) E. Patrizi, President.

The New Semi-Rotary Press is now being manufactured by

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
METROPOLITAN BUILD'G.

Factory and General Offices:
16th Street and Ashland Avenue
CHICAGO, ILL., U. S. A.

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"Globetypes"

Electros From Halftones

The Best the World has Ever Seen

BETTER electrotypes at the regular price mean in addition to superior results in printing, a saving in the make-ready, that if compared with the usual "idle-press" time, may be greater than the cost of the electros.

The **Globe Engraving and Electrotype Co.'s** electrotypes and nickeltypes are absolute reproductions of the original forms or cuts.

The buyer of printing should have a decided interest in the quality of the printer's product. To insist on **"Globetypes"** is an insurance to that end.

Perfect electros are a matter of supreme concern to the printer, as good printing without superior materials to work with is an impossibility.

The printer who has once used **"Globetypes"** will not be satisfied with electros that are an iota less than absolutely perfect duplicates of the originals.

In considering the claims of any special process, in addition to price and quality, the condition of the type and cuts when returned should not be overlooked. It is of importance to the printer and his customer, that forms for electrotyping should not be subjected to a process that will break the type or crush the cuts.

The **"Globetype"** quality is made possible by an apparatus evolved and patented by one of the company. There is not another like it in the world.

The price for **"Globetypes"** is the standard price for electros from halftones—no more.

The evidence of a **"Globetype"** from a 400-line halftone (160,000 dots to the square inch) printed with the original for comparison, is to be had for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn Street, - - - - - Chicago

Our scale of prices for Halftones, Zinc-Etchings and Electrotypes is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This adv. is printed from a "GLOBETYPE."

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA
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C. B. Cottrell & Sons

Two-Revolution, Two-Roller Press

For Newspapers and Book Work

$900

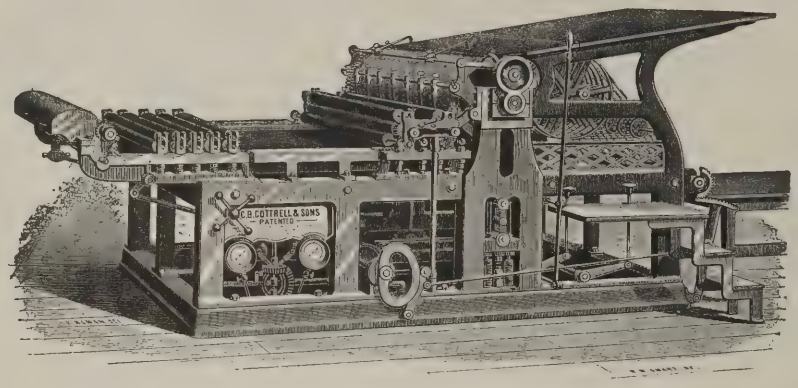

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Table distribution, air springs, trip, rear fly delivery, four tracks, box frame.

Rebuilt and Guaranteed

Very Strong and Simple
Runs at High Speed

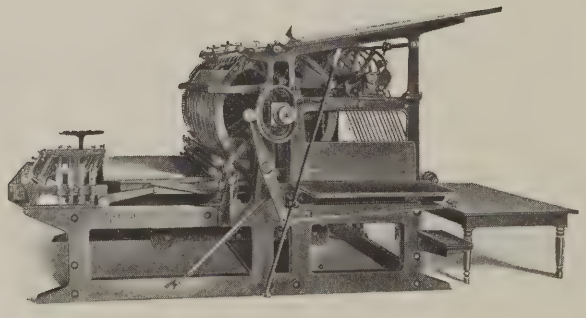
Bed 38 x 55 inches
Will take four seven-column pages

A. F. WANNER & COMPANY

340-42 Dearborn Street **CHICAGO**

New Scott News and Job Drum

Latest Improved Drum Press



6 Col. Quarto, bed 33½x47½.

Design Box Frame Construction

Bed Drive direct, without ball and socket joint.
Distribution, Rack Screw and Table with Steel Vibrator and top riders.
Delivery, Tapeless with Grippers.

Safety Gripper, Patented Gripper motion.
Air Springs, with Automatic relief.
Maximum Speed, 1,800 per hour.

Write for particulars and terms.

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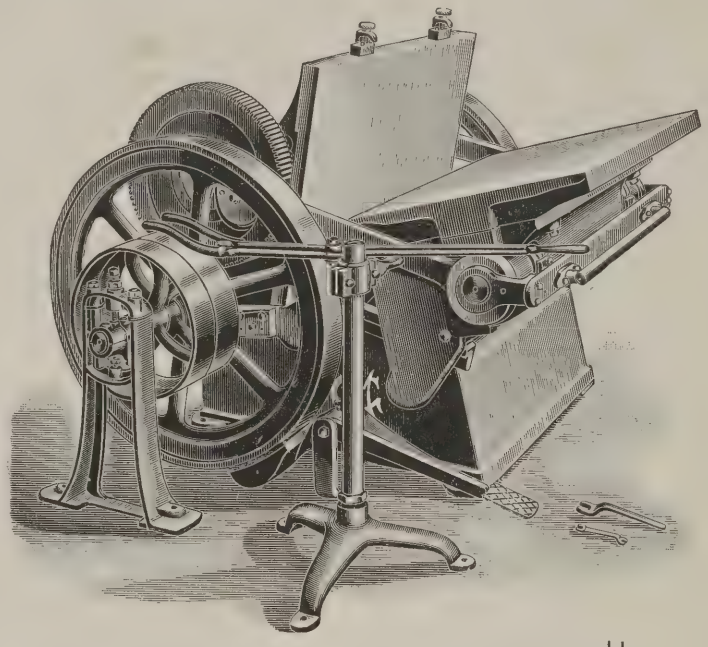
The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

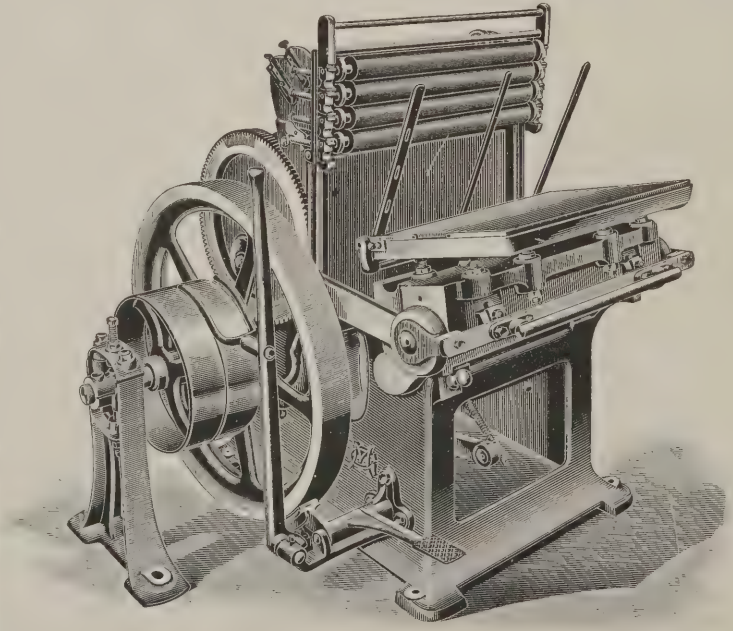
No. 1,	20 x 30	in.	inside chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4, two h.p.

Improved Styles

Quarto Medium,	10 x 15	inside	chase
Half Medium,	13 x 19	"	"
Half Super Royal	14 x 22	"	"
Super Royal No. 4	17 x 25	"	"
Embosser No. 1,	21¼ x 22	"	"
Embosser No. 2,	24 x 26	"	"
Stamper No. 3,	24 x 26	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

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To a Trolley Car is precisely what a Linotype is to a Newspaper Publisher

THE JUNIOR LINOTYPE

Relegates to yesterday the dreaded rush hours of publication day.

Makes everything bright—type face, and the formerly doleful countenances of the worried office force.

Keeps ahead of late telegrams by disposing of them along "special wires."

Faces—body and display—from 6 to 10 point. Bodies—from 6 to 12 point.

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HAMILTON'S

MODERNIZED COMPOSING-ROOM FURNITURE

Has a new exponent in The Ad-Man's Cabinet, a thoroughly practical and economical addition to the line. The illustration tells the story of its convenience. SEND FOR DESCRIPTIVE CIRCULAR.

As an example of what can be accomplished in the rearrangement of composing-room furniture, we can refer to the case of a large representative concern occupying two floors of a building, where it was necessary to condense all the furniture into one floor Our expert solved the problem. Not only will this concern save 50 per cent of the composing-room floor space, but there will be a saving in the labor in this department amounting to 10 to 25 per cent. More will be said about this equipment after it has been installed.

Send for a copy of "Composing-room Economy," showing the actual floor plans of the composing-rooms in more than thirty representative printing establishments throughout the United States.

If you are interested in this vital question of composing-room economy, fill out and send us the coupon attached and let us *show you.*

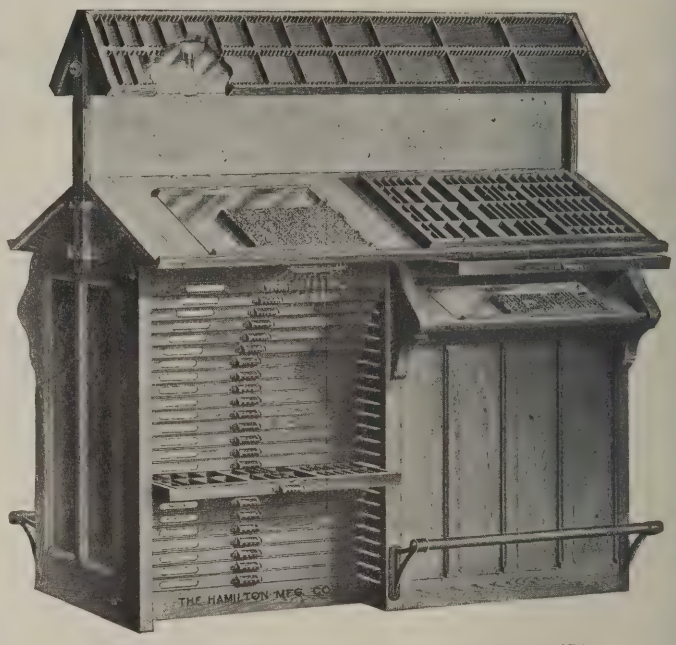
We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....



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Main Office and Factories: - TWO RIVERS, WIS.
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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Headquarters for Southerners in N. Y.

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Only Medium Priced Hotel Left in New York

Special attention given to Ladies unescorted

SPECIAL RATES FOR SUMMER

OUR TABLE is the foundation of our enormous business

American Plan, $2.50 upwards
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Send for Large Colored Map and Guide of New York, FREE.

DANIEL C. WEBB, Proprietor

The Only New York Hotel Featuring American Plan

Excellent Food **Moderate Prices** **Good Service**

Buffalo Printing Ink Works

BUFFALO, N. Y.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
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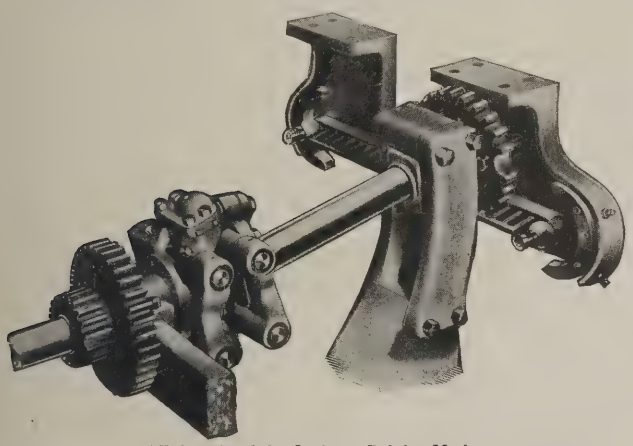
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

The Optimus Ball and Socket Bed Motion should be known and understood by every printer. It is the simplest, strongest mechanism devised for driving a printing press bed. It is absolutely perfect in action, and one of the finest applications of power ever made.

The most efficient device for any purpose is the one that gives



All there is of the Optimus Driving Motion.
So precise in action that 800,000 impressions have been made from one set of plates on a 63-inch machine.

desired results with fewest motions. Our bed motion is not a combination of cross motions, receiving power from different sources, but is self-contained, and is a perfect, rotary, *primary* motion. The absolute precision with which the bed driving gear revolves is accomplished by our patented ball and socket device, which has great strength, large working surfaces, and is the only perfect thing of the kind invented. In the old, and most of the other new, bed driving mechanisms the parts that reverse the bed have small working surfaces and wear rapidly.

Our ball and socket bed driving gear and rack is the latest adaptation of the ball and socket principle. The rack is fitted at each end with a large steel ball which revolves and moves endwise on a large steel stud. Both ball and stud are hardened, and ground to size accurately. The bed driving gear is finished at one point in its circumference with a socket which fits the balls on the rack perfectly. The reversing of the bed is accomplished by the gear while it is in contact with and working through these steel balls on the ends of the rack while the balls are in the grasp of the socket in the gear. The resultant effect is to *stop and reverse the bed with a perfect crank motion.* There is no looseness or lost motion between gear and rack, and the bed is stopped and reversed smoothly without jar or shock. This work of the bed driving device is so perfectly done that machines that have run steadily for years do not show wear at the point of reverse, and the bed reverses as smoothly as when new.

The shoes for reversing the bed are of hardened steel, small, curved to fit the roll, are not thrown in and out of action, but are bolted solidly in position and produce little motion in the star gear roll. They run for years without needing adjustment. The shoes, balls, sockets and racks are made by special machines invented for the purpose.

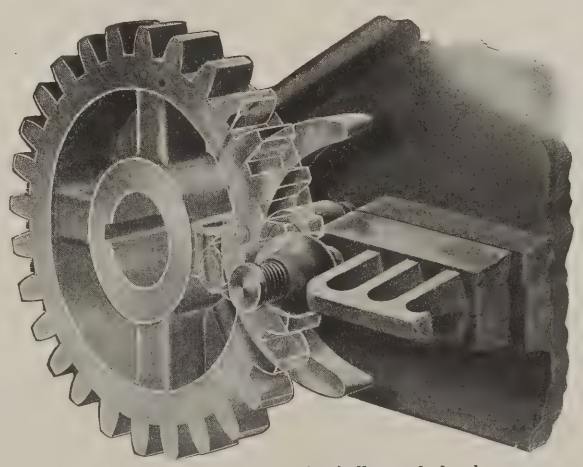
The bed driving rack is located, not in the middle of the bed, but in the middle of the load. Every printer understands that the ink rolls geared direct to one end of the bed require a large amount of power to drive. The bed driving rack is located not in the centre of the press, but at the right point between the center of the press and the end of the bed that drives the ink rolls which brings *the bed driving rack in the middle of the load.*

The driving shaft and the outside gearing shafts are fitted with self-oiling boxes, a new and valuable feature, insuring perfect lubrication, lessening the liability of trouble from carelessness in oiling, and increasing the speed and durability of the press.

The whole mechanism is perfectly balanced, admitting of the highest speed without vibration.

The air spring is located so that it will do its work perfectly, and is easily adjusted without wrench or other tools. The piston is high and on the extreme end of the bed, in which position it is best calculated for the service demanded.

Our bed motion is covered broadly by patents which necessarily cover new principles and new mechanisms. Every fault and every weakness which years of experience have developed



Socket in star-gear grasping ball at end of rack.
One of the great improvements in flat-bed presses. Bed reversed by perfect crank motion.

have been eliminated, and the finished mechanism is an *absolutely perfect bed motion, with strength, simplicity, durability, accuracy and speed unequaled.*

This fact has been demonstrated during years of use in the hands of all grades of pressmen, and is a matter of vital interest to every printer. It never makes trouble for anybody, and is a constant gratification to us and to its users.

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC

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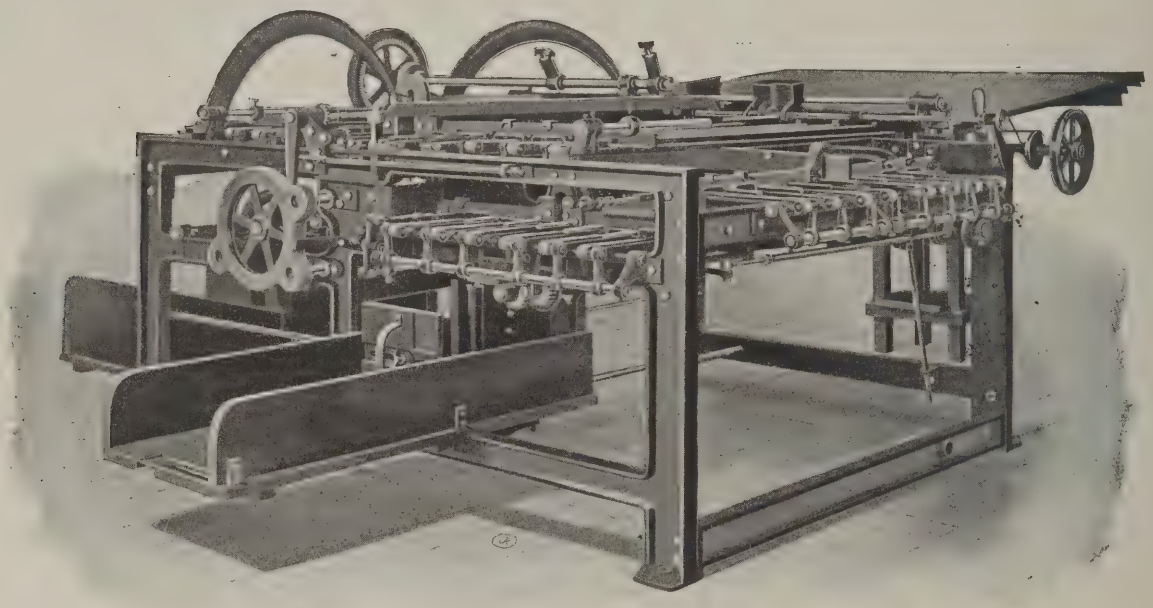
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

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PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

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is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
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UNIFORMLY EXCELLENT

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SERVICE

The key-note of success is SERVICE,

SERVICE means not only

Promptness, attention, and courtesy—

These we render

As a matter of course,

But above and beyond

We bring to the SERVICE

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A thorough knowledge of ours.

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"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

COMPLETE

Printing Outfits

We Carry in Stock all the new material and machinery that is necessary for equipping a modern printing office and very often have good second-hand material on hand.

Our Stock of Rebuilt (Johnsonized) Machinery is always complete, and satisfactory machines can be supplied at any time. All machines are rebuilt by practical printing press machinists under the supervision of a member of the firm (a practical machinist.) Every machine is guaranteed to be as represented--all worn and broken parts replaced--machine to do as good work as it ever did.

In The Line of New Material we carry in stock Hansen Standard Line, Copper Alloy Type, Brass Rule, Spaces and Quads, Leads and Slugs, Hamilton Wood Goods and Wood Type, Inks, etc. Chandler & Price Gordons, Paper Cutters, Southworth and Portland Punching Machines, all makes Staplers, New Scott Drum Cylinder Press, etc.

Have you received your copy of the New Catalog showing a fine display of

HANSEN LINING TYPE

C. I. Johnson Manufacturing Co.

St. Paul, Minnesota

SET IN HANSEN CAMBRIDGE AND CASLON No. 2 SPEAR INDICATORS

The Ault & Wiborg Co.

Makers of

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ZINCOLOGY

"All about Zinc Plates"

That's what our booklet "ZINCOLOGY" tells

¶ It explains in detail the process of Printing from Zinc Plates, gives numerous useful formulas, etc.

¶ Write for a copy.

¶ We have recently installed a ZINC PLATE DEPARTMENT and are now ready to furnish the trade with Zinc Plates in any size and any style grain, at 15c. per square foot, grained.

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, May, 1910 | Number Five

HOME NEWS, PROMOTION, HELPFULNESS AND BENEVOLENT WORK

IN our April issue, we gave an extended editorial notice of the anniversary number of the Devon and Exeter *Gazette*, of Exeter, England, that celebrated its 138th year on April 5th. Accompanying the annniversary issue, was an interesting pamphlet giving the paper's history and containing among other things, a reproduction of a page of the paper in 1772 and also of pages of later issues and many items of interest, that served to show, not only the paper's great growth, but the services rendered by the paper and the methods by which the great success of the paper had been reached and maintained. The following will be found not less important, valuable and educative to publishers in America than in England:—

We have correspondents everywhere, and by obtaining the News from all the towns and villages we keep up a personal interest which is most valuable, and gives the *Devon and Exeter Daily Gazette* a special popularity. People care a good deal more for news which concerns themselves than for general information which has no special interest for them.

We look after our advertisers' interests by inserting, every week, a puzzle illustrating one of the advertisements in the current issue. The *Gazette* is the only paper in the United kingdom which does this. And we offer prizes every week to those who solve the puzzlies. What is the result? The advertisements are thoroughly read and examined. Hence the good return to advertisers.

Since the *Gazette* has been in the hands of its present proprietors its career has been one of uninterrupted progress. No other daily paper in the county has anything approaching its circulation in the country districts. Success could not have been achieved without bringing about many improvements, all tending to make the *Gazette* thoroughly up-to-date. Steps were immediately taken by the new management with the view to the collection of news from every village; the distribution of the paper in every hamlet by agents and a large army of newsmen. At the same time, the price of the Friday's issue was reduced from twopence to a penny. The result was found that the "people's paper"—for such it is in Devonshire—found its way everywhere.

Although one of the *Gazette's* missions was political, yet it was recognized that from the exceptional character of the circulation it enjoyed, the *Gazette* could play a large part in social affairs, the development of which would prove of great value. This has been steadily borne in mind, and the energy introduced, coupled with the determination to meet every requirement the march of events demanded, has resulted in the *Gazette* taking one of the highest positions in the provinces, both by reason of the large field it covers and the value attached to it by business men for advertising purposes.

This position has not been gained without large expenditure on the part of the proprietors. It is absolutely essential that a newspaper shall keep abreast of the times, not only by its news, but by its means of production. New printing presses were introduced. Then came that wonderful typesetting machine, the Linotype, in the use of which the *Gazette* led the way in the West of England. A second installment of printing presses followed, only to be replaced a few years later by still faster machinery, rendered necessary to meet the continuous growth in the circulation. Now a roll of paper is put on at one end of the machine, and from the other end emerges, at the rate of many thousands an hour, a perfectly printed, cut, and folded *Gazette*. The web on each roll is five miles in length. Hundreds of agents and newsmen are employed in the distribution. The train, the motor, the mail cart, the carrier, and the cyclists are requisitioned to convey the paper to the agents. The news is brought into the office each night by telegraph, telephone, train, post, messengers, and reporters; and it comes, not only from every part of the county and the country, but from all over the world, thanks to the employment of Reuter, the Press Association, and other agencies.

Apart from its purely business side, the *Gazette* has always been ready to assist in the advancement of movments of a public and philanthropic character. During recent years the amount subscribed through its columns to benevolent, patriotic, social, relief and memorial funds amounted to twenty-one thousand, one hundred and twenty-six Pounds Sterling or over a hundred thousand dollars, divided between twenty different objects, as they have been presented, and running in varying amounts, in round numbers, American money, from one thousand to thirty thousand dollars. This was in addition to contributions to many special and county and city funds.

The paper has gained in strength and popularity by its contributions to worthy objects. There is nothing that tells more for good-will among people than the showing of a broad public spirit, a lively and sincere interest in and active sympathy for all worthy causes. The people are rather grateful, than otherwise, for the opportuntiy of uniting, at the call of a worthy newspaper, in giving helpful aid to such concerns or affairs as will be of general benefit, or that rightly appeal to their sympathies and higher, benevolent, patriotic or philantropic impulses. In all this is shown the great importance and usefulness to which the right kind of

newspapers have attained everywhere. The true newspaper, today, that reaches worthy success, not only gives the news, informs and entertains, instructs and inspires in all the duties of life, but directly promotes needed institutions and industries and helps in all worthy undertakings and enterprises and, when worthy men are to be honored or commenorated, when disasters occur and appeals for aid are made, the press leads the way and assures united action and abundance of means.

Teaching Farm Publicity at Wisconsin

AGRICULTURAL COLLEGE HAS NEW COURSE IN JOURNALISM FOR AGRICULTURAL WRITING.

Practical instruction in writing for the agricultural press, the preparation of farm advertisements, the editing of bulletins, and other phases of printing and publishing is being given in the College of Agriculture of the University of Wisconsin to a large class of students. Lectures and practice writing under the direction of J. Clyde Marquis, agricultural editor of the college and the experiment station, are supplemented by the preparation of articles for leading agricultural journals; special work on the *Student Farmer,* a monthly magazine issued by the students; and by lectures from prominent editors, publishers and advertising managers. The purpose of the course is to give a general idea of the principles of publicity as related to agriculture.

The Hoard Press Club, an organization of students meeting weekly to discuss matters pertaining to the agricultural press, is often addressed by well-known agricultural editors. Among those who have spoken before the club this year are A. J. Glover, associate editor of *Hoard's Dairyman;* J. L. Draper of the *Orange Judd Farmer,* Chicago; W. K. Davis of *Profitable Poultry,* Milton; John Clay, Chicago; Joseph E. Wing and DeWitt C. Wing, associate editors of *The Breeder's Gazette,* Chicago; Herbert Quick, editor of *Farm and Fireside,* Springfield, Ohio; and A. W. Hopkins, editor of the *Wisconsin Farmer,* Madison.

Central American Papers for Press Laboratory

VALUABLE ADDITION TO FOREIGN FILES IN JOURNALISM COURSE AT WISCONSIN.

The newspaper laboratory at the University of Wisconsin has just received an important addition to its collection of foreign newspapers in the way of a number of representative papers from Guatemala, San Salvador and Mexico collected and presented to the Course in Journalism by Chauncey Juday, lecturer in zoology at the University of Wisconsin, who has just returned from a trip through Guatemala, San Salvador, and Mexico.

The announcment has been made that Dr. Thomas E. Green, formerly one of the leading Episcopalian ministers of Iowa, and at one time candidate for bishop of the Iowa diocese, has accepted a position as one of the editors of *Hampton's Magazine.*. He will not assume his duties at present. He has been on the Chautauqua circuits for a number of years and his present engagement will carry him through the year. Next year he will devote to travel and then will settle down in New York to take up literary work. Dr. Green has been a contributor of Hampton's for some time, having contributed some interesting articles on life in Japan. Dr. Green is the second Iowa man to become an editor of Hampton's Judson Welliver some time ago leaving newspaper work to become identified with the staff of Hampton editors. Both men are forceful writers and leaders.

Panama as Seen by the Editors

WHEREVER the members of the National Editorial Association have traveled during the past twenty-five years, not only the localities visited have received vast local benefits but the readers of their papers, and all the people, in all parts of the United States, have received valuable information that, while in many cases proving directly useful, has been most beneficial in the promotion of a broader, more intelligent and patriotic citizenship. Men, through their own papers, from articles by editors whom they personally knew and in whose judgment and fairness they had entire confidence, have come to a clearer understanding of and to a more direct, personal interest in, all sections of the Union and all the concerns of the different localities, and all the enterprises of the Government of this great people. Newspaper men, as travelers, are noted for their clearness and completeness of observation and for the telling interestingly all that they have seen and heard, that will be of educative interest to the readers of their papers. This is incidental to newspaper training and practice. What has been true of the past, is proving true of the most recent convention and excursion of the N. E. A. editorial writers.

The members of this body were interested in the matter of the Isthmian Canal by an able address delivered at the Convention in San Augustine, Florida, in 1895, and that interest was kept up and heightened at the meetings at Galveston 1896 and in New Orleans again in 1900. Following the recent meeting, this year, in New Orleans, an excursion, as all readers are aware, was taken to the Canal Zone, and the works were thoroughly examined, every facility being afforded through trips by special trains and otherwise under the direction of the officers and workers in charge, for gathering all the facts. Since then, the story of the trip has been, and still is being told, by these active newspaper men, who own their own papers, of the progress being made in this great undertaking not only for the benefit of this Nation but as a service and blessing to the whole civilized world. It is not within our ability, even to mention all the splendid accounts given. We can only say that all have been most complete and gratifying. These papers have given and are rendering a most important and patriotic service. The trip was not less enjoyable than informing and the people everywhere are coming to realize, at first hands, the nobility and devotion of the men who are carrying forward the enterprise.

President A. Nevin Pomeroy, in the issue of his paper, the *Franklin Repository* of Chambersburg, Pa., on Tuesday, April 5th, gave a topographical map of the canal, with seven or eight views, showing the interesting machinery used, the conditions existing and the progress made, and devoted a page to a narrative of observations and a relation of facts. He paid high tributes of commendation where these were deserved and said, among many other things:

The first two and a half years on the canal were spent in preparatory work, sanitation, organization, equipment, etc. All sorts of difficulties arose and it was hard to make officials at Washington understand conditions. For this reason Chief Engineer Wallace left after six trying months. John F. Stephens next undertook the supervision of the work, but he, also, became disheartened after two years, and is now with J. J. Hill building railroads in the great Northwest.

It remained for Col. George F. Goethals, U. S. A., to assume the responsibilty with President Roosevelt and the

army back of him, and he has undoubtedly overcome all obstacles. He is fair in giving full credit to the French for the great assistance their maps, plans excavations and so on have been to Americans. Also to his predecessor, Stephens, for the fine system of railroad track and other work he planned, but to Col. Goethals, undoubtedly, belongs the honor of bringing order out of chaos, and making this gigantic proposition a certainty.

In the beginning he insisted on full power and refused to be hampered by a Commission often divided in opinion. This resulted in the doing away with the first commission, and the appointment of a new one to act more in the capacity of an advisory board, with Col. Goethals as President. He is also Chief Engineer and President of the Panama Railroad, and for all this responsibility receives a salary of but $15,000 per year. Physically he is a splendid type of man, full of energy and power, admitted by all to be eminently just, with an iron will and a marvelous capacity for accomplishing great things. Back of him stand 30,000 men, from the official down to the day laborer, each one most loyal and anxious to do his very best. With such united and enthusiastic support he is naturally getting big results, and in turn our government is getting big returns for every dollar invested under this regime.

In Col. William Gorgas, also a member of the Canal Commission, Col. Goethals has an able ally. Col. Gorgas had been in Cuba for four years directing the scientific investigation of yellow fever and sanitary conditions there. He was well qualified, therefore, to cope with similar conditions in Panama. He attributes the present freedom from yellow fever to the extermination of the mosquito. All houses have been screened and the breeding places of this insect have been destroyed by the use of oil and concrete drains. The two million dollars spent for sanitary improvements has yielded a rich return in a health-saving way. In the future this sanitary work will be considered as great as the building of the canal.

There are a number of hospitals on the Zone under the care of Col. Gorgas. The principal one is at Ancon, the American portion of the City of Panama. Not only the employes of the government are admitted to these hospitals, but many of the people in general who have never had the advantage of such medical treatment. The Ancon hospital was built by the French, and in seven years, from 1882 to 1889, twelve hundred French employes died at this institution of yellow fever. Since 1905 there has been but one case. At present there are 1800 patients in this hospital, some accident cases, but the large majority malarial fever cases.

Schools have been opened in every town and 1800 children are being instructed by 56 teachers.. The teachers receive from $90 to $110 a month for nine months. Principals and Supervisors receive from $150 to $200 per month. The Superintendent reported that the native children learn much quicker than the Americans.

The different church denominations have representatives at work in the Zone, and in the larger towns club rooms are conducted by representatives of the Y. M. C. A., where there are libraries, reading rooms gymnasiums, bath rooms, pool tables, etc. More than one-fourth of the American employes are members of the Association and it is of the greatest value to the Zone.

When the Americans entered the Zone there were 327 saloons, paying $12 to $60 per annum for license; now there are but 56 saloons and the license is $1200 per year.

The question is frequently asked, will the canal pay? This should be answered in a broader sense than is implied merely in the receipt of toll. It required the Oregon two month to go around the Horn. With the Panama Canal the same trip could have been made in fifteen days. The Government is exacting $5.00 from each resident of the United States to build the canal, but this will come back with good interest. One-half of the world's population live in lands bordering on the Pacific Ocean. The Canal will be the gateway that will open up that trade to this country, especially that of South and Central America, which at present finds a market largely in European countries. The distance by water from New York to San Francisco is now 13,000 miles; by the Panama Canal it will be 3,000. But as long as the United States takes no decided action in reference to the establishment of a merchant marine foreign built ships, owned by foreign corporations, will carry the trade that will come to the United States by this new and wonderful water way across the Isthmus. No one can speak with any certainty as to what will be the result from a monetary point of view, but one thing is certain—the opening of the Canal, in January, 1915, or possibly sooner, will be an epoch-making event, one that will increase our Nation's prestige and commerce, and vastly extend our influence.

The expense is naturally enormous. To complete the Canal will require at least $400,000,000, but this is as nothing compared with the expenditures in great railroad enterprises, the Pennsylvania Railroad just having opened a line into the heart of New York City and having constructed the largest passenger station in the world at an expense of $160,000,000. Under such conditions it may truthfully be said that the United States is receiving much in Panama in return for an expenditure of a little more than double this amount.

Such facts cannot be too widely known, and understood, nor too often repeated. They redound to the honor of all Americans, much more than would victorious contests in war. There may be much to criticise, but these criticisms are principally to be made against self-seeking grafters and small politicians. Where the idea of loyalty and service enter the minds of the American people, there is no hesitating, no hardships too difficult to be faced and heroically overcome. Greed and graft have not cankered the hearts of the great body of American citizens and out from among the people, and from the Republic's citizen soldiey, ever spring the noble-hearted men fitted to meet every emergency.

"Around the World"

A delightful book, splendidly gotten up, is "Around the World," by E. W. Stephens of Columbia, Mo., which has reached our desk with its gladdening brightness and wealth of information, and the highly-prized compliments of the author. To read it, is like taking the trip with a friend. It is written in an easy, chatty style and is handsomely illustrated with half-tone reproductions, from photographs of many of the historical and scenic points visited. It is the narrative of 36,000 miles of travel by a newspaper man of thorough education and broad reading, trained to observe and to write of what he has seen. One of the first pictures given is that of the Grand Canon of Arizona and the last is that of the Statue of Liberty, Enlightening the World in New York harbor, between, are described and illustrated visits to Honolulu, where one week was passed; Japan, to which a month was devoted; China, seven weeks observations; the Philippines, the Malacca States and Java; Egypt, three weeks; Palestine, seven weeks, and brief visits to Turkey, Greece, Italy, France and England, that had been previously journeyed over. The book is made up of sixty-seven letters written to newspapers by the author during the trip, with a few corrections and additions. In giving "A Resume of the Journey" the author says: "I regarded it as a safe investment. Stocks and bonds and lands and various branches of business are subject to depreciation and may be swept away, but a knowledge gained by travel, which is by far more vivid and permanent than any that can be obtained from books, abides. Now that the tour is over, I have an asset which I would not exchange for the time and money it cost. Nothing so broadens and benefits as travel. Nothing so narrows as a limited environment."

We had written this far, when we opened the book and passed an hour in reading the story of the journey through Palestine, about Nazareth with its sacred memories, of the plain of Esdraelon and its historic places and events, the Sea of Galilee and the rest of the regions enshrined in memory from childhood with all the mystery and sweetness of the life, words, and deeds of the One who loved and honored little chil-

dren and said, "of such is the Kingdom of God"; who called all men brethren, and taught that prayer was to be addressed to "Our Father"; whose concern was for the poor and lowly; whose work was that of helping those in distress of mind, soul, or body, and whose teachings were of love, purity, brotherhood, mercy and their sweet fruits, kindness, helpfulness, and service. The land is glorified by its traditions through the centuries and the sweetest, choicest literature of all the world and of all time, formed through their simple narration; and man, after nineteen hundred years, is only coming to appreciate the deep philosophy and wisdom of the truths enshrined therein. We cannot undertake a review of the book in detail, as this would require a small volume in itself, as the field of the whole world covers so many countries, cities, and events, but we feel that Mr. Stevens not only made a wise investment for himself and for the members of his family, who accompanied him, but a precious investment for his friends, which they can share without loss to him or any less of pleasure or profit to each other. We are pleased to notice that the closing chapters or letters of the book, from LIX to LXVI, are written by Edward Sydney Stephens, the son of the author. These are printed with the explanation that in this last trip only a few days were passed in Europe, but that several months were passed, in the year 1904, in England, Germany, Switzerland, and Italy, where these letters were written, and are inserted to make the story of the tour around the world complete. They treat of "Rome, Pompeii, and Vesuvius," "Venice and Florence," "Switzerland, the Italian Lakes, and Milan," "Waterloo, the Rhine, Heidelberg and Germany," "London and Its Environs," "Rural and Historic England," "Ireland, Beautiful but Blighted," "Scotland and the British Isles Generally." They are well written and prove the boy to be a worthy son of his honored father.

Remarkable Growth of Two Famous Publications

Magazines in any part of the world that attain a circulation of a million a month are few and far between, yet a million a month and over is the circulation of *Leslie's Weekly*. .*The* weekly edition of this well known publication passed the 250,000 mark some time ago. It is not surprising that the publishers have been obliged to move into larger quarters in the magnificent Brunswick Building in the heart of Fifth Avenue, New York. *Judge,* also published by *the Leslie-Judge Company* has taken on a new lease of life with a steady increase of its circulation to record figures.

Th success of *Leslie's Weekly* and *Judge,* the former established more than half a century ago and the latter over a quarter of a century ago, shows the vitality of some of the publications that were enjoyed by us in our childhood and that still hold their places in our regard and affection. *Lesslie' Weekly* occupies a unique position in the magazine field. It is the only publication of its character that devotes itself principally to the illustration of news events. We live in an age of illustration and it is not surprising therefore, that *Leslie's* with the motto of "All the new pictures" shows such a remarkable growth in its circulation in every part of the country.

The high character of this publication is attested by the exclusion by it, even from its advertising pages, of anything that might offend the most refined taste. It claims for itself the distinction of being the great household or family weekly carrying with it instruction as well as entertainment and embracing from week to week all the pictorial history of our times. All over the country bound volumes of *Leslie's Weekly* can be found retained as family treasures and which are poured over by every member of the family at intervals with the greatest delight and satisfaction, for nothing is more entertaining than a glance over the pictures which tell the story of the past.

Judge still holds its place as the greatest illustrated Republican cartoon publication though of late it has also been cartooning many of the foibles and weaknesses of society.

JOHN A. SLEICHER
President Judge Co., Editor Frank Leslie's Weekly, New York City.

It too, is a welcome visitor to the home. The children love its pictures and the adults enjoy its striking caricatures of public events and its cartoons of politicians and political movements.

It is a pleasure to commend both *Leslie's Weekly* and *Judge* for their high character, their excellent ideals and for the educational qualities which both possess, making them welcome visitors to every family circle.

Announcement is made in the Beloit, Wis., *Daily News* that the present city editor, E. A. Cleveland, has acquired a third interest in the paper. The publishers in a signed statement made the announcemtnt, pointing out that Mr. Cleveland has been with the paper seven years, first as reporter, then as city editor and finally taking on the duties of editorial writer. Mr. Cleveland was graduatd from Beloit college in 1901. D. B. Worthington, who has been an important factor in progressive politics in the state during the past thirteen years as editor of *The Daily News,* will, he announces for a time at least, withdraw from active newspaper work, while retaining his interest.

The Printers' League of America

A HANDSOME volume of two hundred and forty-five pages, bound in morocco and cloth, containing the proceedings of the "First Convention of the Printers' League of America," and matters related thereto, has reached our office within this month. The work is an honor to the arts of typography, bookmaking and binding.

The following definition of the Printers' League, which takes the place of a preface in the book, can but commend itself to every fair-minded man: "The meaning of this Association may be summed up in a very few words—it stands to conserve and encourage the printing industry of our country; to abolish strikes and lockouts; to provide a Joint Conference Board of Consultation, Conciliation, and Arbitration, composed of employers and employes, based on the plan proven so successful both in Germany and New Zealand." This is broad and truly American. The only drawback to many, influenced and guided by past experience, is that the membership is limited to establishments "whose employes are members of recognized employes' unions." This is a restriction that seems un-American and unfair to great bodies of employers of labor, as limiting the right of free employment and free choice. It apparently forces workmen to join a union in order to secure employment in the establishments owned or controlled by members of this League. If the members of the League could guarantee that such union membership would always be useful or beneficial and would not, in any way, at any time, interfere with the duties owed to country, self or family, or with personal liberty and the entire freedom of contract or action, of refusing to join in a strike or boycott, when the same was commanded by the union to which he belonged, if the same seemed to him to be ill-advised or wrong, this objection would be measurably removed. However, we had not intended to enter into any discussion here. We have believed for years in joint organizations of employers and employes and full co-operation, with membership founded on merit or the proper preparation for the effiicient practise of the trade. There is very much of merit and real value to all printers in the declaration of principles, in the papers and discussions, and it is to be hoped that the members who are worthy men, representing investments of many millions of dollars in the printing business, employing more than ten thousand printers, and showing an output of printed matter, in New York City alone, of over twenty-four million dollars annually, will be successful in the accomplishment of the objects proposed. The following are claimed as

POINTS GAINED THROUGH THE FORMATION OF THE LEAGUE.

1. Absolutely undisturbed peace in the unhindered running of shops which are members of the League. Thus contracts made for work can be taken with every assurance that no strike or any difficulty will arise and interfere with their proper performance.

2. The membership is secured better terms for their night shifts than are granted shops not in the League. Overtime is costly, therefore this is worth considering.

3. An equitable apprenticeship system has been secured.

4. A means of settling any and all disputes by committees has been arranged. In the past these minor troubles have proven not only annoying but costly to the employer, and very demoralizing to the employees. This is now done away with and work goes on undisturbed.

5. All League shops working together under the Employers' Court of Honor are banded together for their mutual protection and good.

6. The League is recognized and endorsed by the International Unions and local administrations have the benefit of their steadying influence.

7. The shops forming the League are united by common terest to keep some at least of the vast volume of work now leaving the city where it belongs.

8. The League consults by committee with the local Unions and has equal representation where legislation on local conditions is propsed.

9. The League stands for the best that there is in Unionism and has the full support of the Unions themselves. Both, then, are elevating the class of labor employed in League shops.

10. Peace and harmony exist, strikes and lockouts are killed, arbitration of difficulties has proven a success and conciliation has reduced the previously existing friction to a minimum.

The following plan for establishment of just principles and the amicably upholding the rights, ethics and requirements of the trade and trade usages and adjusting misunderstandings and righting wrongs, is along the same lines that have been advocated by the NATIONAL PRINTER-JOURNALIST for seventeen years, and is similar to methods beneficially and successfully adaopted in parts of Sweden, Germany and New Zealand, to which this paper has frequently called attention:

THE PRINTERS' COURT OF HONOR

PROPOSED FOR THE PRINTERS' LEAGUE OF AMERICA FOR THE DISTRICT OF NEW YORK.

Wheras, there is no authority to define and to preserve good business custom to govern the intercoures of the printing trade with other trades; and

Whereas, unprincipled members of the printing trade disregard the moral bounds of their business liberty to such an extent that the moral standard of the whole trade is deteriorating; and

Whereas, it is desirable that well-meaning persons dealing with the printing trade should know of a trustworthy authority to answer questions as to right and wrong guiding their intercourse with individual printers; and

Whereas, it is most desirable to counteract the present pernicious expert system in practice at our civil courts:

Therefore, be it resolved, That the Printers' League of America by these presents do establish the Printers' Court of Honor in the City of New York.

SECTION 1. *Jurisdiction.*—(a) The Printers Court of Honor is to decide questions of right and wrong, fair or unfair, arising between printers competing with each other for the same work.

(b(This court is to decide questions as to what is fair and unfair in disputes between customers and printers.

(c) It is to act as a court of arbitration in all cases where customers and printers prefer a settlement of their controversies out of court on a fair and equitable basis.

(d) If called upon, the Printers' Court of Honor shall name and delegate experts for our civil courts.

SECTION 2. *Construction.*—(a) The Printers' Court of Honor shall consist of the Judges of the Trade Court, who shall call in one suitable publisher, who is also a printer. The judges of the employees' side shall call in one salaried manager or bookkeeper, who need not be a member of typograpical associations.

(b) The officers of the printing trade organizations have the right of the floor, but no vote. Trials are public. Deliberations of the judges are private.

SECTION 3. *Verdict.* (a) The court is competent to deliver opinions when at least two judges of each side and one publisher-printer and one bookkeeper or general manager are present. In cases of an unequal number of judges from one or the other side the rule of the Trade Court (By-Laws, Sec. 3, c) holds good.

(b) A simple majority of the judges present shall be competent to deliver an opinion. But the minority shall also have the right to hand in an opinion. Both must state the reasons of their decision. Opinions with their reasoning must be in writing.

(c) Lawyers can appear only as *juris consultus* of the whole body. Neither party to a case can be represented by an

attorney. Speakers on any case are admitted in the order in which they have applied for the floor.

(d) In case of a tie, the opinions of both sides are submitted to an arbitrater agreed upon by all the judges of the Court of Honor.

(e) Actions upon opinions are left to the organizations of the printing trades or their appointed officials. The court cannot execute judgments or act upon opinions.

Sec. 4. *Complaints or Requests.*—The rules stated in the By-Laws of the Printers' Trade Court, Sec. 2, hold good.

Sec. 5. *Sessions.*—The rules given in Sec. 3, By-Laws of Printers' Trade Court, hold good.

Sec. 6. *General Rude.*—Judges or witnesses compelled to lose time for the sake of duties imposed by this court shall be compensated by the organization from which they come.

Sections of the By-Laws Referred to in the Foregoing.

Sec. 3. *Sessions.*—(a)—There shall be a session of the Printers' Trade Court at least once a month, but more often if circumstances require it.

(a) The presidents of the organizations of the employers and employes may, through the secretaries of the court, call special sessions within 48 hours after complaints are filed.

(c) A judge unable to appear mut at once secure the services of his alternate and advise the chairman of his condition.

(d) The sessions are public. But the consultations after hearing the cases may be either secret or public, according to the pleasure of the court.

Sec. 2. *Complaints.*—(a) Complaints and requests must be made in writing and filed with the secretary of the employers' or employes' side.

(b) Complaints must be based on stipulations of the ruling collective contracts.

(c) Requests for sessions in equity must state the facts on which they are based.

(d) Complaints and requests received by the secretaries of one branch must be forthwith communicated to the secretary of the other side.

Experience will doubtless result in some modifications and changes in the details of the method here proposed, but the underlying principles are right, and the broad publication, resulting in a wide and general consideration and study thereof, can but result in a world of good to the printing business in all its branches and to the allied trades as well. We heartily endorse the same and hope that the results will be such a modification of existing organizations in this country as to bring employers and employes together in unity of purpose and effort for the good of each and all. There is sought, as indicated in the setting forth the reasons of this Court of Honor, the settling of what is fair and unfair between customers and printers as well as between the employers and employes. In a paper on "The Ethics of the Printer and His Customer," President Charles Francis gives some very practical thoughts as to the mutual dependences of all men. Among other things, he said: "A story of an independent man comes to mind and that is the only man placed on a desert island without clothes or food and even he has to depend upon the soil, the water and the animals to maintain life, so we are dependent upon our customers, our enployees our supply and paper men for a combination to bring food for our families, and our customers are again dependent on the consumers of their products, upon the advertiser and subscribers, the purchaser of the wares offered for sale through the various mediums, whether they be circulars, letters, publications or other means of reaching those to whom they wish to sell."

The argument drawn from this statement of the existence of these conditions of interdependence, is that the printer, in his work, must have in mind the rights and interest of all concerned so that all may receive just rewards and then that there should be a co-operation as to the price of printing so that all may be treated equitably and have equal advantages. It is not a fair price that injures, but the unfair price that gives one an advantage over another.

A very valuable feature of this book is a department devoted to the "Cost System as Applied to the Printing Business," of which an extended notice or review will be published later in the National Printer-Journalist.

Items of Interest

James Skewes. who has been connected with newspaper work in Racine, Wis., for the last three years, has accepted a position on the Milwaukee *Sentinel.*

The Republicans of the Thirteenth Indiana Congressional District nominated John L. Moorman, editor of the Knox *Republican* for Congress without opposition.

O. G. Smith, formerly editor of The Eldora, Ia., *Herald,* and for over forty years a newspaper editor and publisher, will leave by the middle of April for the state of Washington.

W. D. Meek, a well known Des Moines printer, has secured a half interest in the Shelby County *Republican,* at Harlan, Iowa, and will take charge of the mechanical end of the paper. Mr. Meek has long been identified with the printing craft in Des Moines.

The Laporte, Ind., *Herald* has leased the Ridgway building at 613-615 Main street and will move into it early in May The presses will be in the basement and the linotype machines in the front of the first floor, where the public can witness their operations from the street.

Roy G. Jones, formerly state editor of the *State Republican,* Lansing, Mich, died March 30 at his home, at the age of 42 years. Mr. Jones retired from his editorial duties the first of the year on account of ill health and had been confined to his home for the past six weeks.

H. M. Youmans, publisher of The Waukesha, Wis., *Freeman,* who sometime ago purchased the old building on South street, known for many years as Waite's hall, is having the same realized. A new fireproof building will be erected as the permanent home of *The Freeman.* The building will also be so constructed that it may be readily added to if conditions demand.

Joseph Hill, one of the best known newspaper men in Des Moines, has gone to Los Vegas, N. M., where he expects to rough it in the hopes that his health will be bettered. For several months Mr. Hill has been city hall reporter for *The Capital.* He expects to join Mr. Tracey Garrett, a former Des Moines newpaper man, who has found the Las Vegas country a great place for a shattered constitution.

Editor C. Zwanzig, who thirty years ago founded the La Salle County *Herold,* in Ottawa, Ill., is going to celebrate this event by publishing a Grand Jubliee edition, that will eclipse anything ever attemped in this line by any German-American periodical. It will be profusely illustrated and will contain contributions from more than 100 celebrated journalists, authors, poets, statesmen and other men of prominence. The edition will appear in form of a large book (six column folio) and will necessitate an outlay of many thousand dollars.

MORE WORK THROUGH PUBLICITY

Address all communications for this department, 314 Linden St., Scranton, Pa.

TEN YEARS have I toiled in the N. P.-J. vineyard. Ten years — one decade. That word "decade" has an awesome sound, and so expresses the Value of Time much more forcibly than "Ten years," even though the latter is Saxon. Then there are two other words for that length of time — "decennium" and "decennary." So I have learned in the last ten minutes by consulting a dictionary. I lose no time in passing my erudition along.

A decade which takes in the end of the nineteenth century and the beginning of the twentieth is a far cry from even Tennyson's "Cycle of Cathay." It is an Epoch.

1900-1910 was a most decennariary decennium.

It has unquestionably been such as regards thee, O Typography! What a wealth of wrinkles has ten years of Time written on thine azure brow!

Take the development of the trichromatic process for one example that has lasted the entire decade. Then there are the new inventions and discoveries which may revolutionize printing. There has been a steadily growing appreciation of a sane and beautiful Art in Typography—some of it a renaissance, most of it an expression of a new and true art sentiment in direct variance with the crudeness and hideousness which obtained in the early part of the nineteenth century.

It has been a great ten years for Advertising, which has become the great primal force in Distribution, which in its turn is the most important factor in business today. It has been a wonderful decade for the idea of More Work through Publicity: the right kind of Publicity.

It has naturally been a great ten years for Type. In this period have been evolved the most of those faces which tell an advertiser's story so pleasingly and yet so plainly. To their influence is largely due simplified methods of composition, which nevertheless have as infinite a variety as Shakespeare's heroine.

I have of late years been looking over examples of composition which have been sent to this department during the various years of this wonderful period. And one thing that strikes me is, how the faces originated during this time hold their youthful charm in large contrast to those which preceded them. And still among the most charming are the debutantes in typedom. It looked a few years ago as if the limit of beauty and simplicity had been reached as regards type faces. But simplicty combined with beauty has a limitless range; and the new type-forms are enthusiastically admired and welcomed. So it is with modern composition. Endless is the scope of its permutations and combinations.

However, in the search for some striking effect, do we not give too little attention to the best work of former years of the decade I have mentioned? I look over the files of the *National Printer-Journalist* of from three to ten years ago, and find examples of composition which would be considered by any critic fully up-to-date today. Happy should be the printer who has a file of *N. P. J.'s* for years past, because of the hints that are sure to accrue from the reprodutions of the work of masters of typography Moreover, learners of the art have contributed many specimens which are unique as to cleverness and pregnant with ideas that please the senses, and bring the business. For that matter, we are all learners— all of us who are not in that state of nightmare "Death in Life" of satiety and knowing it all.

From time to time I am going to give examples of typography which were sent to this department years ago, but were not published at the time for various reasons, the chief of which was the lack of room. The most of these will be found to be full of ideas for 1910-and-beyond and I should advise readers of the N. P. J. to study the back numbers as well as those fresh from the press. Even if you get nothing from the departments, you will come across many an up-to-the-present-day maxim from its editor, who has the happy possesssions of an ever-young heart and a vein of prophesy as well as a faculty of drawing lessons from the Past and the Now.

"Competition is the life of trade," but it is hard on the printer who does not keep up with the procession.

A BOOKLET BY A LADY.

"A booklet by a lady for the man who buys your printed matter—see that it gets by." These are the words on a dainty pink envelope containing printed matter from the Griffith-Shilling Press, Boston. This explanation is on a printed slip accompanying the enclosed booklet:

MISS FARR, THE ADVERTISING EXPERT, SAYS:

"That our advertising is very good, but not convincing.

"That her copy has more pulling power, and she knows it.

"That the small vignettes have just the right snap and dash to create a desire—to read to the end."

Is she right?

Well, at any rate, this booklet is her get-up, and it's dollars to gum-drops that you don't dare ask Miss Farr to call and tell you what more she sknows about good printing and advertising than she tells you in this booklet.

Dare you?

Miss Farr is evidently a lady who has the courage of her convictions, as the Griffith-Shillings advertising

has been keeping pretty close tab on its expenditure for advertising, and has found it good enough to "make good." Some people will never take a dare, and it is likely that if Miss Farr is invited to call, she will be a well-nigh irresistible "follow-up" force. The booklet is an eight-page one, with small sketches of two charming young women on each of six pages. The text is addressed "To Buyers of Printing," and begins:

We wish very much to write you a letter, and while it will not be daintily scented, or written criss-cross, or consist largely of postscript, or possess any of the other familiar feminine charatceirstics, we think you will be glad to get it.

We want to write you about anything you have in mind in the line of printed matter, from the most elaborate catalogue down to the little things which are not unimportant just because they are small.

And so on for seven pages. The letter is signed *Griffith-Shillings* Press (by Miss Farr), but the whole letter gives the impression that the personnel of this firm is two women. Were this the case the advertising would be a better one. The idea that although the firm does the highest grade of high-grade printing, there is no necessity for any impression that the prices will be too high for the recipient, is well brought out.

Platitudes do not constitute advertising news.

BE EXACT IN YOUR HEADINGS.

A paper in one of the great cities of the country has the following ad.:

THE PRESS
44,820 LINES, or 50%
MORE GAIN THAN COMPETITORS.

So far this year, January and February, the *Press* made the greatest gain in Display Advertising of any morning newspaper by *44,820* lines or *50 %—to be exact, 49 2-5%*. It beat its own record of the same months last year by *a gain of 35% or 134,490 lines.*

That's all. The ad is not convincing. It boldly claims 50% more gain in bold type, but when we read the smaller portion of the ad, we find that it is "49 2-5% to be exact." Why not have been exact in the big type, or else put in the qualifying word "about." True, there's only three-fifths per cent difference, but even this shows that an over statment was made in the display, and we are in doubt as to whether the 35% is correct or not. It never seemed to me a good practice for papers in their news columns to run a scare-head which was denied to a considerable extent by the dispatch which followed; and such a practice, which has been discarded to some extent in news columns, should never be introduced into advertising.

"Say what you have to say, and then stop," is a good rule in writing advertisements. But be sure before you stop that you have said all that requires to be said. Sometimes a desire for brevity leads to the omission of very important points. And sometimes the important points are left out, while the advertisements contain much that might be omitted without injury.

PAPER MAKERS AND PRINTERS JOIN FORCES.

The Western Paper Co., of Omaha, Neb., selling agents for Mail Order Bond, send me a folder with attached slips showing samples of different colors of this paper. It is of great interest as being on lines of an article I wrote ten years ago for the *Retailer and Advertiser* under the heading "How Wholesalers and Retailers May Work Together." This folder is evidently supplied to different local printers, as the outside page reads as follows:

YOUR STATIONERY

Like your personal appearance, has much to do with your standing in the business world. Did you ever think favorably of a man who impressed you as being "just ordinary" the first time you met him? Your stationery has even a greater effect because, while you may in time overcome any wrong impressions your personality may effect, nine men out of ten with whom you correspond will never come to know you personally and you are thus judged by the stationery you use. The Sunbeam makes a specialty of distinctive stationery. Don't neglect yours longer—Give us your order now and let us demonstrate to you the value of carefully designed business stationery.

THE SUNBEAM PRESS,
PRINTING.
Wood River, - - - Nebraska.

The paper concern is doubtless working in cahoots with many local printers, thus helping the company and the printers. General advertising is good; but especially in such a case as this, it is local advertising, such as a paper could scarcely do in a place like Wood River without some such scheme as this, that is the final increaser and amplifier of local trade. Such concerns as the *International Silver Co.*, of Meriden, Conn., help the retailers and jobbers who sell their wares in ways that are of advantage to all concerned, including the local job printer and the local publisher.

Be careful not to allow your profits to be absorbed by small losses. Little leaks may sink a large business.

BOUQUETS—AND SHAMROCKS!

DEAR SIR:—It seemed real good to see your pages in the N. P.-J. again last month, but was much disappointed at its absence this month.

Have been reading the N. P.-J. regularly and doing better priting (for other people), but will say that the N. P.-J. loses much of its interest for a "jobber" without your department.

We've been too busy to get out any decent stationery for ourselves lately, but still keep up with the blotters. They are what bring the business. We never do any personal soliciting—satisfied customers and blotters do that for us.

Hope to see your department regularly hereafter. With best wishes, we are Sincerely yours,
THE RICE PRESS,
Flint, Mich. Frank Rice.

Well, it's pleasant to be missed.

The fact that some advertisements are worthless, while others may do more harm than good, is no argument against the general value of advertising. It merely proves that some advertising matter is prepared by people who are not fit for the business.

WINNING OUT IN A DIFFICULT VENTURE.

It's not the easiest thing in newspaper work for newspaper men in both editorial and business departments to come to a city of the size of Scranton, entire strangers, and run a daily newspaper. Particularly is this case when they enter a district whose chief industry—in this case, the mining of coal—is different from the leading occupations of cities where their previous experience was gained. The difficulty is increased when such a staff takes hold of the one paper in the city which shows the most symptoms of decline in a field apparently overcrowded. All this and more was what some New York men were up against when they bought the Scranton *Tribune* two years ago.

However, they were good newspaper men, and so have made good. They were wont to promise "surprises" in an extremely readable feature of the paper— daily paragraphs in Howland type which appeared at the bottom of the central column of the first page, and wittily discoursed of many things in general, and the *Tribune,* and what it was doing and going to do, in particular. The latest "surprise" was the purchase of the other morning paper, the *Republican,* and its Sunday edition. Now the morning field of the district is the *Tribune-Republican's* to have and to hold, and the paper is growing at an even greater ratio than Scranton. The following is so good an advertisement, not only of the Sunday *Tribune-Republican,* but also of the Sunday newspaper, and the local Sunday newspaper, that it is quoted entire:

THE SUNDAY TRIBUNE-REPUBLICAN.

If you have a cellar full of fruit and vegetables you don't begin at one side and eat clear through. You pick out a bit of something here and a bit of somthing there and set forth an appetizing table. The Tribune-Republican tomorrow will contain more than anybody will want to read—but there will be something for everybody. There will be a big vital newspaper first of all. All the news of your city, of the state, the country and the world. There will be plenty of live reading for the women—about society, about clothes and styles, just the kind of gossipy articles that most women like. There will be two or three good sporting pages for the fans. The lodges, societies and clubs will have special departments. And there are pages for the school children. What a pretty name we have given the little people—the Sunnyones.

The churches are helping to make the Scranton beautiful—we'll show you how.

The Mid-Valley is a big elongated city that means much to Scranton—The Sunday Tribune-Republican will pay a great deal of attention to these prosperous neighbors.

And then there are the serious things—what people are thinking and planning in this booming age of the world. You'll find enough good, instructive and inspiring reading in tomorrow's Tribune-Republican to interest you for a week. Many a man and woman who has been to church likes to read a good sermon after dinner on Sunday—likes to read something written or spoken by some of the great masters of the spirit. They will like tomorrow's masterpiece of pulpit eloquence.

Sunday is a good time to doze over a long editorial—to read and reflect and sit comfortably in an easy chair and think things. There will be one in The Tribune-Republican tomorrow.

A big, vital, varied transcript of the life, the thought, the actions and behavior of a big, hustling city—that's The Sunday Tribune-Republican.

You Will Want It Tomorrow, Price Five Cents.

You can have it delivered at your house, with the daily every week-day morning, for ten cents a week.

PAPERS THAT ARE A HELP—AND A CREDIT—TO THEIR CITIES.

I wrote considerable some time ago of a newspaper man who believed in booming his own town, and, better still, *is* booming it. Several pieces of advertising matter I have lately received from newspapers are carrying out this idea with commendable vigor.

The Dayton, (O.) *Journal* is one of these. With its advertising matter it sends a card, "Facts About Dayton, Ohio." On the other side, so displayed that the type talks, are these good words: "Dayton, Ohio. The Gem City, Righly Named. Why? Because it has Goood Climate, Good Homes, Good Churches, Good Investments, Good Water, Good Streets, Good Railroad Facilities, Good Manufacturing Sites, Good Citizens." And with these and such Good Papers, such as the *Journal,* it should certainly have what is known as Good Luck.

The Decatur (Ill.) *Review* advertises paper and city on the same large circular. "The Best Inland City in Illinois" is what it calls Decatur. "The People are Prosperous and Pushing and They read the *Review.*"

Advertisers should never forget that the primary definition of the word advertise is to INFORM.

In an envelope which tells how "in Northeast Missouri and Western Illinois most everybody reads the Hannibal *Courier-Post,* presumably because "it's clean and fair and tells the truth," is the large illustrated folder, "Hannibal, Missouri," with one of the most pleasing views of a city one could wish for. There is a large map, and a number of halftones. This is the wording on one side of a well-composed card enclosed with the folder: "Going Some. Hannibal has increased her population 62 per cent *in the past nine years.* She is Still Going. A good place for you to sell goods. The Hannibal *Courier-Post* has increased its circulation 400 per cent *in twenty-seven months.* That's Going Still Faster. A good thing to use to sell your goods in Hannibal."

It is not safe to assume that a customer has been satisfied with the treatment he received because he maks no kick.

A SUPERIOR BOOKLET.

One of the de luxe booklets which are builded from time to time by America's foremost printers is that lately issued by the Union Bank Note Company, Kansas City, Mo., to advertise both their printing and lithographing plants. It is a beautiful production in all ways. I refrain from showing some of the pages, admirable as to arrangement though they are, for I would not wish to give a poor impression of their effect by having halftones made from halftones. The following introduction will indicate some of the features of this triumph of the arts reproductive. The example of the watch-springs and the nails is a favorite one with political economists, but it has probably never been used before in connection with printing. The writer of this introduction has, as Mark Twain said of Kipling, "a faculty of slinging nervous English":

Does your lithographing and printing talk, or is it as inert as a bar of pig iron? Just take a few minutes, leaf through this booklet and see if it does not contain a message for you. See if this brief review of our skill and handiwork does not suggest the thought that the house that can produce such examples of designing, printing and lithographing as this ought to be doing your work. All printers have types and presses, but mere possession does not tell the story of their product. A pound of steel worked into watch springs is of far more value than worked into nails. In no line of modern industry is the value of the finished article so influenced by the character and quality as in lithographing and printing. Note the smartness and originality in those reproduced pages from the real estate book. Sight those reproductions of lithographed and steel die letterheads, engraved bonds and stock certificates, radiant with a money-value brilliancy. Focus your eyes on those pages of catalog and booklet covers, lacking, of course, the harmonious color blending of the originals, but still standing forth crisp with originality.

IDEAS—they are the sovereign currency of advertising, and every department of our plant is presided over by a man known to the trade as being possessed of ideas . Their services are at your call. We know that results for you are results for us.

Read this from our record.

Some merchants say that nobody needs advertisements, and they say it so positively that you may be inclined to think they believe it. But try to induce such men to advertise that they will do something—give expensive free samples, for instance—and offer them the ad free, if you are a publisher. You will find you can't get them to put in such an ad as that though they get it for nothing. No, the average marchant who does little or no advertising does not believe that "nobody reads advertisements," and he only says so to excuse his own lack of energy and fear of expense.

SORRY, BUT I COULDN'T HELP IT.

The Norfolk (Va.) *Landmark* announces in its advertising that it was founded by James Barron Hope. Whatever the hope may have been at its inception, the realization is anything but barren.

Publicity makes More Work. This work of itself makes More Publicity.

A BLOTTER FROM A GOOD PRINTER.

Charles Paasch, 226a 19th St., Brooklyn, N. Y., sends a blotter which cannot be reproduced, but is delightful in its large display of the line "Your Printing," the arrangement of cuts, rules, panels and colors and shades. Hope to get other work from this really original printer.

What an advertisement suggests is sometimes of more importance than what it says.

The Toronto (Ont.) *Globe* makes a good point as follows: "The facts that the most successful advertisers in the world have found it to their advantage to utilize the columns of the *Globe* constantly for years shows that there must be an element of profit in their invesentment." * * * The Springfield *Republican,* which has broken away somewhat from its ultra-English style of advertisements, but is still dignified as to type-forms, sends folders with specimen adverisements to different classes of advertisers. * * * The Davenport *Democrat and Leader* is "Eastern Iowa's Best," according to the richly-colored printed matter it issues. * * * The Washington (N. J.) *Star* issues a folder unique as to shape and admirable as to its equal-line, long-and-short-line and short-line-and-long-line composition. * * * *The Cape Town News* of Gloucester, Mass., uses a very tastily composed envelope corner. * * * The *Commercial Review,* of Portland, Ore., has one of the most beautiful envelope designs I have seen for a long time. The three colors are finely harmonious with the stock, and the fancy border is placed just the right distance from the enclosed rule panel. There would have been a better contrast had there been no green on the latter, however. * * * The combination of rule and ornament in the job of the Albia (Iowa) *Union* is out of the common and worth while. * * * The Lexington (Ky.) *Herald* has a peculiar trade mark—a bugle with a banner on which are the words, "Official Newspaper," a picture of the American eagle and the American chanticleer. * * * A splendidly composed slip from Hamilton, O., advertises a food grinder, "one of the handiest articles about the kitchen," which "can now be secured at the office of the *Democrat* for only 98 cents, providing the person is a subscriber to the *Daily* or *Weekly Democrat.* * * * The compositor who set up the circular of the *News-Dispatch,* Leadville, Colo., is an artist, despite the fact that he uses far too many ornaments of various sizes and styles. * * "Sell what you don't want, buy what you want," is the advice of the Columbus (O.) *Citizen* on a neat all-type blotter advertising its want—and don't want—columns. * * * A halftone from a photo of a little girl with a parasol and a large number of copies of the Bridgeport (Conn.) *Post*—a picture my Aunt Emma would call "cute"—with the words, "It's Fun to Sell the *Evening Post,*" is the attention-attracting feature of a circular issued by that paper. * * * The Toronto *Mail and Express* runs a series of advertising cartoons on its want pages. One very cleverly-drawn one has this caption: "Don't you like to have the people of the city 'take off their hats to you"? And don't they always do it to a successful advertiser?" * * * The merchants of East Liverpool, (O.) have in the *Daily Crisis* an exceptionally large number of ads, well composed. May not much of the confidence of the merchants in this paper be due to the fact that the *Crisis* uses several ads in each issue to advertise itself? * * * The Halifax (N. S.) *Mail* has a clever acrostic in which the first eight digits are used, and also their sum, "36," which is the *Mail's* telephone number. * * * The *Atlantic Review,* of Atlantic City, N. J., advertises its advertising columns in an ad which must have taken designer and compositor a long time to evolve, but it will be seen and read. * * * The letterhead of the Albia (Iowa) News is a beautiful rendering of a large amount of copy. The names of the proprietors should not, however, be so large as compared with the dateline in the same series. * * * The envelope corner of the Cincinnati *Volksfreund,* with its slanting lines run off the job, is distinctly distinctive. * * * The La Crosse (Wis.) *Saturday Booster* has a two column ad on the first page, and a twelve-inch six-column ad on the back, boosting its print-shop. * * * And here is what a red-hot paper, called the *Yellow Jacket,* says about itself:

This is the *Yellow Jacket,* the only thing of its kind published on the earth. Its temperature is 200 in the shade.

It preaches Republican gospel so straight that every issue brings many moss-back Democrats to the mourners' bench in a trot. It "gits'em goin' and comin.' "

It retails to Democrats, Republicans and Populists at 30 cents a year and circulates over all the United States.

If you don't like it you don't have to take it. If you do like it, you are hereby invited to subscribe today.

We want 2,000 new subscribers to this paper within the next three months, that's what we do. Will you help us get them?

The *Yellow Jacket* has passed the teeth-cutting age. It is now over eight years old and getting older every two weeks.

There is no life insurance features connected with it. You merely pay your 30 cents and take it whether you like it or not. Then you will take it again. You always get what you pay for, then the paper stops. We treat all our subscribers this way, even the President of the United States.

The *Yellow Jacket* don't crawl behind a tree to talk.

It don't burst its crupper holding back to first see what some body else is going to say. It has no "ax to grind."

Everbody in the United States ought to take the Y. J.

All Republicans ought to take it because it is helping to fight their political battles.

Every Democrat should take it to keep trace of the rascality of his party.

Every Populist should take it because it points out the only way to his political salvation.

And everybody else ought to read it because every issue will be full of Originality, Fun, and Sarcasm and Logical Reasoning.

The more Yellow Jackets you help to circulate, the more votes you help to make for the grand old Republican party.

When you read this copy, pass it along to your neighbor, if you love one another, and if you don't, make a bluff at it anyway and try it.

If you can use a few sample copies, drop us a card.

The politics of the *Yellow Jacket* in the future, as in the past, will be Republican. However, we belong to no man and shall reserve the right to be as independent as a hog on ice, on all matters that come up for public consideration.

We will frequently publish "Letters from the Devil," as it is always interesting to know what "Old Nick" thinks about the way things are run on earth.

Eli Tucker will continue to be a correspondent. Some of his letters will be worth the price of the paper for a year.

If you receive a copy of the *Y. J.*, it is an invitation to subscribe.

You will get more fun and derive more information for 30 cents than in any other way you could spend it.

Now we want to ask you to send a 30 cent subscription to this paper. Send us a club if you can.

We want to also ask you to send along a list of your neighbors whom you think might subscribe.

This is asking a great deal of you, isn't it?

Well, ask something of us.

THE YELLOW JACKET.
Moravian Falls, N. C.

The vital question that confronts the printer of today is not, Will it pay to advertise? but, How can I make my advertising most effective?

"HAVE PLEASED OTHERS—WILL PLEASE YOU."

Nolan Bros. Printing House, Brooklyn, N. Y., did a nice booklet for a customer, and are sending it out with one of their cards. It shows that the work they do for others is executed with the same care and skill they devote to their own advertising matter. And so it is a good advertisement. On the colored slip pasted on the back of the envelope are the words: "The essence of success—PRINTING."

Some advertising is useful as object lessons to teach advertisers how not to do it.

A WELL-ILLUSTRATED HOUSE-ORGAN.

The *Lariat* is the house-organ of the Williamson-Haffner Engraving Company, Denver, Colo. The three-color cover is in fine keeping with the name. One of the many excellent specimens of zinc etching shown in the latest number I have received is a heading of the NATIONAL PRINTER-JOURNALIST. The following metaphor is one of the many bright things in this catchy little magazine:

The printer and engraver are the apothecaries of the business world. After the doctor of business has properly diagnosed the case and correctly prescribed for it, the proper kind of text, cuts, paper, etc., a careless or ignorant printer or engraver can spoil the whole effect, by not knowing how to mix the ingredients. And the patient suffers a relapse instead of improving. We are post-graduates, etc.

Nothing is so convincing as the truth. The ad-writer who does not believe what he writes will find it difficult to inspire confidence. His announcements may be cleverly constructed, and may have the outward semblance of truth, but if they lack the true ring their falsity is pretty sure to be detected. The plain truth in plain words carries conviction.

SOME PRINTS ABOUT CIRCULAR LETTERS.

Dear Mr. Woodworth:—Here's a few odds and ends of my efforts. If you wish to roast them or toast them, sail in. In the past you said a very nice thing about my work for the Griffith-Shillings Co., Boston.

Yours truly,
JED. SCARBORO.

I presume the nice thing I said about Mr. Scarboro and his work is that quoted on this representative page (1) from the clean-cut booklet, "Letter Logic," just issued by this leading ad-writer. Other pages treat of "The Letter that Lands," and "Form Letter Facts." Probably there was never before a book giving such a clear idea of the extreme care necessary in the preparation of that very important feature of modern advertising—the form letter. I have written more form letters in the last two years than ever in my life before—and for a business that requires far more such letters than most;—namely, that of correspondence instruction. And I realize as never before how great is the difference between the good and the poor, or the good-bad, and how measurably

Sales Letters

VARNISH will not turn spruce pine into quartered oak—The thought's the thing.

Good English is merely the varnish for sound reasons and should not cover the grain of the thought any more than a coat of shellac should cover up the natural grain of hardwood.

So many men have that mortal dread of plainness, simplicity and directness that they simply can't get down to essentials and say simple things with a ring of sincerity.

A polished style is often regarded by plain common sense people as the trade mark of a polished liar. Business letters are not literature any more than the salesman's talk is oratory. If they fill their mission nobody cares how plain and prosy they are.

It takes just about nine parts of judgment to one of writing ability to turn out a good sales letter. The successful letter writer is necessarily a closer student of men than he is of merchandise and methods. He knows how to be brief without seeming blunt, how to be direct and crisp without being crusty, how to be cheerful and chatty without being foolish or flippant. In short, he knows how to leaven his letter with the human element of common sense.

—JED SCARBORO in *The Business Philosopher*.

"Mr. Scarboro is one of the best known of all the ad writers. He is a master of that brisk, brief, antithetical style which is so effective."—*The Printer-Journalist*.

No. 1

one must put oneself in the recipient's place in regard to this most intimate form of advertising. The form letter is often viewed with suspicion—as being something it pretends not to be. But it has become a necessary feature of advertising in a mail-order age, when profits do not often justify an entirely personal letter to each prospective. The following remarks by Mr. Scarboro in an article in *Advertising and Selling*, quoted in his booklet, therefore hit the nail on the place where nails should be hit:

557a Halsey St., Brooklyn, N. Y.

The effectiveness of what is said in your form letters will be directly proportionate to its appeal to human interest. Eccentric, freakish statements may astonish, but the letter that glows with human nature and talks plain sense and is sincere is the one that inspires confidence and gets business.

Many a perfectly honest man lacks the knack of telling the truth in his letters so that it will be taken as such.

Excellence of expression, directness and even clinching arguments fail unless there is enthusiasm and earnestness to warm up the reader and thaw out his indifference.

You simply can't turn your back on a man who is in dead earnest, whether he approaches you in person or by lettter. There are those, however, who can't project their best focus through letters, and what they say in writing loses all the flavor of their real personalities.

Almost any office man can string a few cut-and-dried satements together in a perfunctory sort of way and call it a soliciting letter. But after all, like everything else, it's only the trained salesman correspondent, keenly alive to the "eternal fitness of things," who can really sense and say just the right thing to persuade and gently pull the prospect over to the firm's point of view.

A letter to get business ought to look the prospect squarely in the eye and land your proposition right where he lives. It should express his innermost desires, getting under his conventional veneer and touching the tenderest

spot of his self-interest. In short it ought to attract his attention and arouse his interest precisely as the dinner-bell does when he is hungry but does not know it until the bell suggests it.

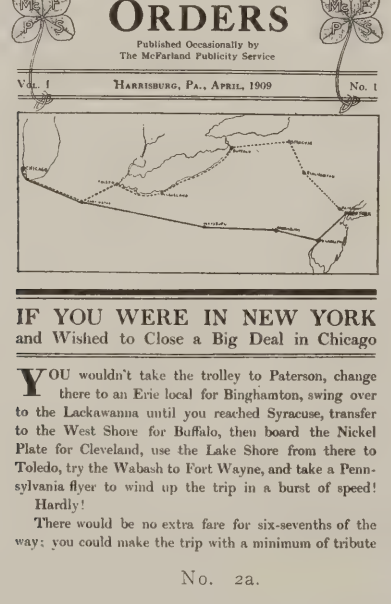
Flat, flavorless formalities kill the chances of more soliciting letters than any other fungus growth that conventionality has fostered. It's the crisp, candid, earnest, human touch that goes to the spot—the sort of talk that comes straight from the writer, colored by his personality, glowing with earnestness and sparkling with the sort of originality that is born of enthusiasm. The man who writes a soliciting letter should not feel that he is addressing a crowd but should keep in mind the fact that he is speaking directly to a human being who can think twice as fast as he can write.

Mr. Scarboro gives us one of the secrets of good business letter-writing when he comes out flatly and says: "I won't tackle a fake scheme. I must know that there's merit in a proposition for buyer as well as seller, before I can put ginger and earnestless into the copy." Surely! The ad-writer who does not degrade his profession is sure to give his letters a ring of sincerity which will appeal to those who are not fools. And, in spite of the epigrams of Barnum and Carlyle, it is well for the advertising man to credit the average citizen of this age of interaction with a fair amount of common sense.

If you wait for your business to grow before you advertise, the chances are that you'll never do any advertising.

A HANDSOME HOUSE ORGAN — SHORT WORDS: THEIR USE AND ABUSE.

The advertising motto of a paper-maker I used to know in New York was, "What We want is Orders." It is to be presumed that he did not want them at the sacrifice of a reputation for selling good paper—if not, he was a poor advertiser. Now the McFarland Publicity Service, of Harrisburg, Pa., issue a house-organ with the name *Orders*. It should bring them.



ORDERS

Published Occasionally by The McFarland Publicity Service

Vol. 1 HARRISBURG, PA., APRIL, 1909 No. 1

IF YOU WERE IN NEW YORK and Wished to Close a Big Deal in Chicago

YOU wouldn't take the trolley to Paterson, change there to an Erie local for Binghamton, swing over to the Lackawanna until you reached Syracuse, transfer to the West Shore for Buffalo, then board the Nickel Plate for Cleveland, use the Lake Shore from there to Toledo, try the Wabash to Fort Wayne, and take a Pennsylvania flyer to wind up the trip in a burst of speed!

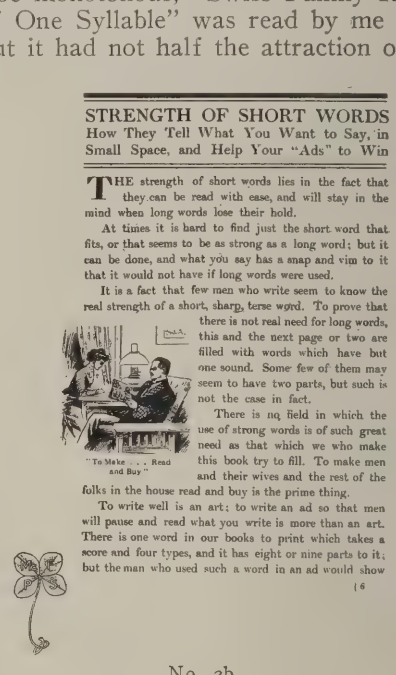
Hardly!

There would be no extra fare for six-sevenths of the way: you could make the trip with a minimum of tribute

No. 2a.

Here (2a) is the first body-page. It shows a good start for an argument against going around a mountain to get to the foot of it.

2b is a specimen left-hand page (clover design and rules green). It introduces a speech made at a Press Club entirely in words of one syllable; and has itself no longer word. Some of the best verses in the Bible and Tennyson are all in words with one sound, but the poets who made the King James version and the poet they inspired to write "Dora" did not make a practice of confining themselves to such short words. However, the most of us writers do not fully know their power, when used judiciously; and this effort and the quoted one are both very creditable productions. However, a book of words of one syllable is likely to be monotonous, "Swiss Family Robinson in Words of One Syllable" was read by me when very young; but it had not half the attraction of the orig-



STRENGTH OF SHORT WORDS

How They Tell What You Want to Say, in Small Space, and Help Your "Ads" to Win

THE strength of short words lies in the fact that they can be read with ease, and will stay in the mind when long words lose their hold.

At times it is hard to find just the short word that fits, or that seems to be as strong as a long word; but it can be done, and what you say has a snap and vim to it that it would not have if long words were used.

It is a fact that few men who write seem to know the real strength of a short, sharp, terse word. To prove that there is not real need for long words, this and the next page or two are filled with words which have but one sound. Some few of them may seem to have two parts, but such is not the case in fact.

"To Make . . . Read and Buy"

There is no field in which the use of strong words is of such great need as that which we who make this book try to fill. To make men and their wives and the rest of the folks in the house read and buy is the prime thing.

To write well is an art; to write an ad so that men will pause and read what you write is more than an art. There is one word in our books to print which takes a score and four types, and it has eight or nine parts to it; but the man who used such a word in an ad would show

16

No. 2b.

inal book. Naturally the writer could not use the family name in the book, and he was forced to such absurd expedients as to substitute "bread and lard" for "bread and butter." If he had made it "bread and jam," I would have appreciated it better. Short Saxon words are generally the strongest in the language; but this is an age when we cannot describe the bare necessities of life—such as automobiles—by using them exclusively.

On pages in this fine house-organ where the three-line titles come farther down the page, the style of the rules is maintained.

BOOKS AND THINGS AND THEIR MAKERS.

"*A* CATALOG *of* SOME BOOKS *&* THINGS *made by the* ROYCROFTERS *at their* SHOP *opposite* the SCHOOL HOUSE *in* EAST AVRORA" is a title which should make the eyes of any bibliophile water, even were it not printed Roycroftie. It is different from the dryasdust catalogues which come from other shops, for Elbert Hubbard is a Writer of Advertising as well as other things, and can carry messages to that message-seeking Garcia, the Reader of Advertising, better than most. And he is helped out by newspaper men and women and the Rabbi Elias Margolis, who have taken Little Journeys to East Aurora and Fra Elbertus. There are East Aurora Borealic headings, and greetings galore, and many wise sayings by the wise ones who wrote the books, including the wise Fra himself, who wrote the most of them. "The Man of Sorrows, being a Little Journey to the Home of Jesus of Nazareth" by Elbert Hubbard, is described as "the best selling book ever issued by the Roycrofters." Then follows the deliciously Hubbardish sentence: "Some think it is a very great book—others not," which is reminiscent of

John Bunyan's advertisement of *his* greatest work. I was sorry not to hear Elbert Hubbard's address

I HAVE no Chair, no Church, no Philosophy, but each man and each woman of you I lead upon a knoll.

—*Walt Whitman.*

No. 3a

before the Scranton Y. M. C. A., in which he claimed that the world do move, for ten years agone he would

EVERY employe pays for superintendence and inspection. Some pay more and some less. That is to say, a dollar-a-day man would receive two dollars a day were it not for the fact that some one has to think for him, look after him and supply the will that holds him to his task. The result is that he contributes to the support of those who superintend him. Make no mistake about this: incompetence and disinclination require supervision, and they pay for it and no one else does. The less you require looking after—the more able you are to stand alone and complete your tasks, the greater your reward. Then if you can, not only do your own work, but direct intelligently and effectively the efforts of others, your reward is in exact ratio, and the more people you can direct, and the higher the intelligence you can rightly lend, the more valuable is your life. ¶ The Law of Wages is as sure and exact in its working as the Law of the Standard of Life. You can go to the very top and take Edison for instance, who sets a vast army at work and wins not only deathless fame, but a fortune, great beyond the dreams of avarice. And going down the scale, you can find men who will not work of themselves and no one can make them work, and so their lives are worth nothing, and they are a tax and a burden on the community. Do your work so well that it will require no supervision, and by doing your own thinking you will save the expense of hiring some one to think for you.—ELBERT HUBBARD.

The above paragraph we have printed in large type with a special ornamental border, hand-illumined, suitable for framing. Price, One Dollar; framed roycroftie in Weathered Oak, Two Dollars and Fifty Cents each.

Page Number Twenty-Five

No. 3b

have not been there, and naively expressed himself as being from the commonwealth of Missouri. I thank the Fra for an autograph photo of himself with all kind wishes to myself, and hope some day to see him in the village of workers with Head, Heart and Hand.

Here is a page from the book about books (3a). There is a wide margin to the left and southward of the panel, and is a study in effective whiting-out. The "I" is a Roycroftie rubrical red.

Another page is exhibited as 3b—both because its words should prove of economic value to employers and employes, and likewise because it gives a suggestion to readers of this department as to the mottoes many of them do so well as to presuppose that they have been colonists of East Aurora.

ANOTHER MOTTO.

Here is a motto done by Gene Biggers of Corsicana, Tex., which resembles the East Aurora exposi-

LET it be your aim to do *good* rather than original work, and your work will be more original than if you had striven to make it so. *Moody*

No 3c

tion of Whitman's words (3c). The disposition of the blank space is agreeably artistic.

AN ADVERTISEMENT OF WANT ADS.

Small mailing cards such as the Springfield (O.) *Gazette* often sends out to local prospectives show the benefits of newspaper advertising in a specific

The Springfield Gazette

T. J. KIRKPATRICK, SOLE OWNER

HOUSE Painting, Carriage Painting and Graining 64 N Fountain ave

"I inserted the above adv. in the People's Column of THE GAZETTE on Tuesday, June 18th. On Wednesday, June 19th, I received a $9 00 order for painting—the party stating he had come because he had seen this adv' in THE GAZETTE."

GEORGE REINERT.

64 N. Fountain ave

No. 4

way. For instance, this (4). The address-side of the card always has some snappy phrase. The one on this card reads: "Another Shining Example."

ONE USE OF A "WORK MARK."

The billhead of Eugene L. Graves, Norfolk, Va., (5) shows a utilization of a work-mark which is out of the

WHERE QUALITY COUNTS

Sold to _____ Norfolk, Virginia

_____ 190

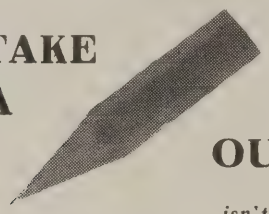
65 Fayette Street Both Phones

No. 5

common. The panelling is green, and so is the background of the work-mark. The remainder is brown.

ATTRACTIVE ATTACHMENTS—PUNS IN ADVERTISING.

Three years ago, Fred W. Haigh, of Toledo, O., sent me a number of calendar-hangers (some of which were then reproduced) of a style which is certainly very attractive. It involves the attachment of some small article to the card. Sometimes the innate love of all mankind for a pun gives an idea for a catchline with this particularly catchy display. For instance, there is the start of a sentence, "Do Not Upbraid Me," with one of the syllables expressed by a piece of braid. There are other cards where the pun is much more clever than this—in fact, is a real pun,



isn't it cheaper and more satisfactory in the long run to have one Printer do your work? He gets to understand all your requirements, your ideas as to style, etc., and in this manner can unquestionably give you the very best service and the best printing obtainable.

Most mercantile houses and manufacturers have their heads of departments, they don't let first this man and then that man do this or do that, BUT ONE MAN is held responsible for his department.

Now, I would like to become YOUR OFFICIAL PRINTER, and in a way become a part of your business, or have my office your Printing Department, and I am safe in saying that you will be time ahead, money ahead and have peace of mind.

ALWAYS GLAD TO ANSWER PHONE CALLS.

Fred W. Haigh

PRINTING AND BINDING

HOME PHONE ...506... **223 HURON STREET Toledo, O.**

1907 FEBRUARY 1907

Sun	Mon	Tue	Wed	Thu	Fri	Sat
:	:	:	:	:	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	:	:

No. 6

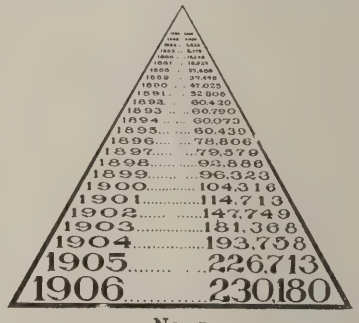
rather than simply a portion of a rebus. And although punning has been said by some wise owl to be "the lowest form of wit," it has not been deemed unworthy in the speech of our Lord Himself in making a very important announcement—"Thou art Peter, and upon this rock (Greek *petros*) I will build my church; and the gates of hell shall not prevail against it." Surely a pun, as Simon was called Peter for some time before this.

Yes, an occasional pun is dear to the heart of the public, and can thus become a most effective factor in publicity. I am far from being one of those who rail against humor in all forms of advertising; but an ad shouldn't be "so darned funny" that there would be danger of mistaking its serious statements for jokes.

Well, I was talking of Mr. Haigh's cards and here I am rambling like old man Cicero when he talked concerning old age. Such a card as the one exhibited as 6 is, to my mind, more effective than one whose most prominent feature is a pun. Surely it is a striking catch-phrase, "Take a Pencil and Figure It Out for Yourself," when the pencil is set right before you. This would be particularly good in a case where the recipient of the card might be induced to do some actual figuring, as many a piece of printed matter causes one to do.

AN AD IN PERSPECTIVE.

Frank Bellew, the late English comic artist who made his reputation in America, once had an article in *St. Nicholas* entitled, "On Teaching the Eye to Know What It Sees." To illustrate one point he made the picture of a triangle, and opposite it placed another picture where, by means of an inscribed illus-



No. 7

tration, the triangle became the rails of a railway going far into the distance. The triangle shown in 7 has already a remarkable perspective, because of the figures which show the growth in circulation by years of the *Pennsylvania Grit*, of Williamsport, Pa. This is from a very handsome booklet entitled, "How to Introduce Your Business into Nearly a Quarter of a Million Homes."

The Giraldi Company, Brooklyn, N. Y., are printers who believe in the salesman-*with-samples* idea in

You Don't Give a Hang

about our special equipment, special skill and special this and that—what you want is a sample of the goods right in your hand and the price before your eye.

You've got both.

Exact sample of the paper enclosed, good stock you'll notice, printed in black ink that's really black, and the price—$8.75 for 5000—done up in boxes of 500 each, delivered C. O. D. express charges prepaid.

Considering everything: Paper, Composition, Presswork, Packing.

Can you beat it?

THE GIRALDI COMPANY
254-256 Greene Avenue
BROOKLYN, N. Y.

sending out printed matter. Here is a circular in green and brown (rules, including the underscoring

one, green) which puts this idea right up to the customer. Note the two-line effect.

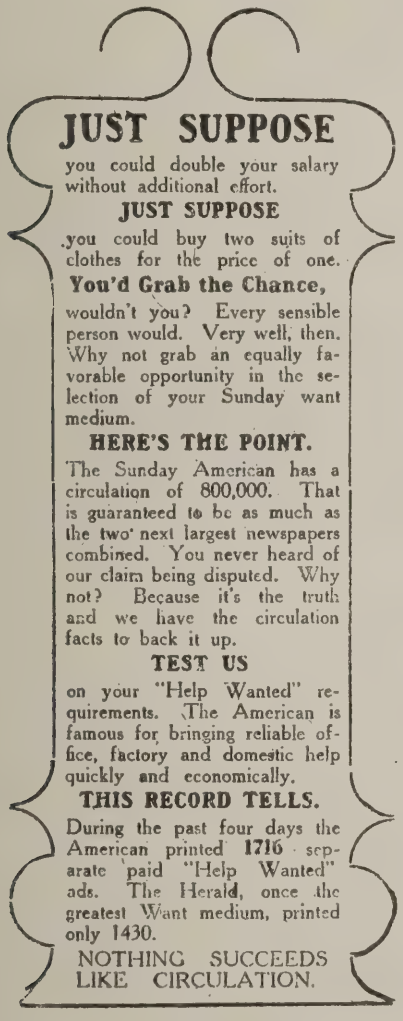
A folder issued by this concern has a photogravure pasted on the second page, showing the appearance of the tenboxes of 500 letterheads each which, "packed in a large reinforced case," are sent, charges prepaid, for $8.75 C. O. D. The message (on page opposing the picture) ends thus:

We are specialists. This one thing we do and with a fine equipment for this letterhead business exclusively, we are keenly alive to the fact that we've got both work and price down fine.

What do you think?

This snappy, now-it's-up-to-you advertising matter was prepared by Jed Scarboro, a real advertising writer.

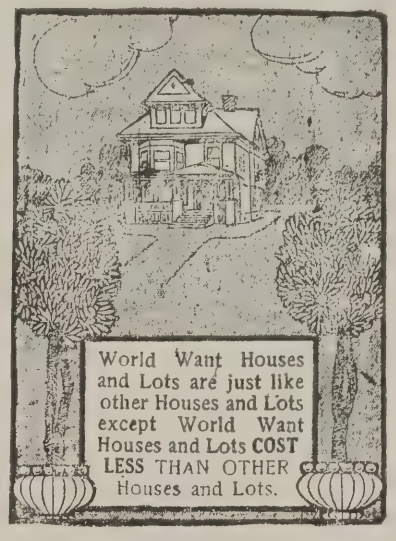
Space in the New York *Evening Journal* and *World* can be sold at good prices, yet both papers are wise enough to reserve considerable of it for their own ad-


JUST SUPPOSE
you could double your salary without additional effort.
JUST SUPPOSE
you could buy two suits of clothes for the price of one.
You'd Grab the Chance,
wouldn't you? Every sensible person would. Very well, then. Why not grab an equally favorable opportunity in the selection of your Sunday want medium.
HERE'S THE POINT.
The Sunday American has a circulation of 800,000. That is guaranteed to be as much as the two next largest newspapers combined. You never heard of our claim being disputed. Why not? Because it's the truth and we have the circulation facts to back it up.
TEST US
on your "Help Wanted" requirements. The American is famous for bringing reliable office, factory and domestic help quickly and economically.
THIS RECORD TELLS.
During the past four days the American printed 1716 separate paid "Help Wanted" ads. The Herald, once the greatest Want medium, printed only 1430.
NOTHING SUCCEEDS LIKE CIRCULATION.

No. 8a

vertising. Ah, that some of the papers in smaller places would emulate them in this respect! The days of twisted rule typography are thought by some to be over—wouldn't think such an up-to-date-and-ahead-by-some-hours paper as the *Journal* would employ it, eh? (8a). But There's a Reason—and it is the very good advertising reason of Distinctiveness. The *World* uses mortised cuts to advertise its want ads. These are distinctive, too, and less freakish (8b).

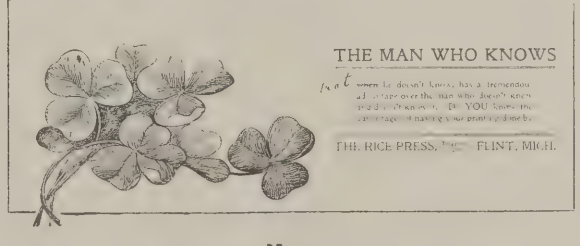
This blotter (9) reached me on St. Patrick's Day—and doubtless the intention of Mr. Rice was that it should be seen first by others on the same day, as the Rice Press blotters are as timely as they are terse. This specimen is particularly beautiful in its disposition of white. I am not especially fond of seeing parts of a sentence divided by rules, as is done here in two instances. I do not believe the omission of the inner rules, particularly as they are enclosed in a rule panel,


World Want Houses and Lots are just like other Houses and Lots except World Want Houses and Lots COST LESS THAN OTHER Houses and Lots.

No 8b

would hurt the job. I showed this blotter to an Irishman, who appreciated the Shamrocks, but he said, "How can a man know when he doesn't know?" And it puzzled me also for a time. And yet the sentence is good English and good sense. Query: Is the display of simply the words, "The Man Who Knows" likely to give the above impression of meaninglessness?

The man in Flint or vicinity who does not "know, and know he knows," (to quote the Arabian proverb, which I cannot remember in its entirety) the advantages of having his printing done by the Rice Press will never know much, for he must have seen some of the blotters, and I would not advise the Rice Press to issue one less than they are doing; but I also believe there are some parts of printing advertising



No. 9

which can be more effectively advertised by something else. For instance, a booklet is a good medium for the advertising of booklets.

I am sending one of the blotters as a birthday remembrance to my mother—the 17th of March is her birthday, though it was not St. Patrick's. And I believe if she has any printing to be done, the Rice Press should stand a fair chance of getting it.

Golden Nuggets From Among the Associations

THE Connecticut Editorial Association is always happy in the speakers secured for its convention banquets. At this function, following the meeting at Hartford, April 11th, the principal speakers were Attoreny Charles A. Colley, Waterbury; Editor Geo. A. Beers, Bristol; Ex-Governor Geo. McLean and Rev. Sherwood Soul. In speaking "The Citizen and the Newspaper," Mr. Colley said:

Better that the chief executive of the nation should go wrong, and that half the representatives in Congress should be crooked than that the people should lose faith in reputable journalism.

* * * * * * * *

Another has said that the editor of a newspaper, by reason of his profession, is as one who has been baptised, and annointed, and set apart from other men in the community, and I think it must be true.

The personal opinion of the editor by word of mouth is one thing, but that same opinion in the cold type of an editorial, backed by the reputation for truth-telling of an honorable newspaper, is trumpet tongued a thousand fold stronger than verbal language could possibly make it, in the big city down below there are great newspapers standing like barriers in opposition to fraud and graft and political chicanery that in my judgment cannot be bought and the same is true of the newspapers of our own state of which you are the representatives.

Editor Beers spoke of the peculiar influence of the country editor in his home communtiy, speaking upon the subject, "What the Country Editor Should Stand For," and argued that nothing was ever lost by standing for the principles that he thought right, or for the candidates whom he considered most worthy. He said in part:—

It is the opinion of the local editor who knows his man, that is sought after. It is in this field that the editors of the country weeklies can do a great work in the coming election. Cast your partizanship to the winds, and support men that you know are fit for the offices that they are seeking and you will accomplish much in helping along a great work of reform.

Ex-Governor McLeen:—There has not been a year of the thirty-two that have hurried past me since I tumbled off the bottom rung of the ladder of journalism, that I have not looked back at that ladder with longings and regrets. For, no matter what may be one's position on it, everybody will pretend to love him, everybody will, in fact, be afraid of him, and desire his approval. And, while a newspaper man may not always get a reward commensurate with his deserts, he can always get satisfaction. The press is an inspiring topic, and it is a dangerous topic for a politician unless his observations, like those of the weather bureau, take in the whole horizon.

* * * * * * * *

In the old days dame rumor was the priestess of fame. Men were made or unmade by the two-legged heralds; but now it is the two-penny herald that does the job. As sound would be unknown were there no ears, and light unknown were there no eyes, so the world would be unknown were there no newspapers.

* * * * * * * *

What may we not hope for when the day of justice and reason really dawns? Civilization so far has hardly set her second watch in the night of ignorance. And yet it is idle to talk of our fate in connection with that of Rome and Athens.

There were no newspapers in Rome, no public schools, or hospitals. New York may be a pretty bad city, but before you can compare it with Rome you must take away her churches, her newspapers, her schools and her hospitals, and put in their places slavery, paganism, intolerance and the coliseum of blood and death. Athens got a step higher than Rome perhaps, but only a step. In her boasted democracy not one man in twenty had a vote to sell even. The rich Greeks and the rich Romans got their wealth from slave labor and conquest. They had wise men in those days, yes; they had Socrates and they poisoned him.. They had just men,, yes, they had Alcibiades and they banished him. They had good men, yes; they heard the sermon on the mount, and they crucified Him that delivered it.

* * * * * * * *

Sometime ago I went to a suburb of New York to look at a real estate proposition. After we had inspected the property, the owner became a prophet, and I never listened to a more eloquent one. His closing sentence ran something as follows: "I want to tell you that New York isn't out of her shell yet. Why Babylon had 25,000,000 of people, and a blind man could see that she wasn't a pin prick to what New York will be some day."

There are a great many people who think there should be qualifications; that the modern paper has too much of the frivolous; too much of the sensational; too many facts that are not so. Why cover columns with the details of Miss New Bill's marriage to Sir William Goat? Why describe so minutely the ramifications of the ratholes in the cellar of high life? Why cover pages with the tear-soaked, blood-stained wreckages of passion and crime?

We would keep all this unwholesome stuff from the eyes of our youth were it possible. And yet many people will insist that it is neither possible nor wise. Surely the tree of Eden cannot take back its fruit, and Adam has passed beyond the application of emetics. Can it harm a rising generation to know that the wages of folly and sin are paid in full in this world? That the boy who runs into the flame he can see is more of a moth than a man? We must work out our own salvation, and if any man is inclined to be discouraged, let him read history and cheer up. The world is young. It is 8,300 miles thick and 8,150 of those miles haven't cooled off yet. What we are prone to look upn ofttimes as the pains of dissolution are in fact the growing pains of the young giant. What our pessimistic friends declare to be the failing light of a setting sun is, I think, the coming light of a rising sun. The newspaper that tells the truth and the whole truth about anything or anybody has come to stay, but the paper that discriminates will do the most good. Again, the earth is growing small, but is growing big faster than it is growing small.

* * * * * * * *

And it is for newspaper men to remember that while the pen is mightier than the sword, it is also more cruel. Let your pens then be guided by honest hands directed by honest heads, fed with red blood from honest hearts; otherwise success will be the price of betrayal not only of yourselves but of your fellowmen. Don't mix your news, and let your news be unvarnished and your views untarnished.

* * * * * * * *

Mr. Soule said he was brought up on the country newspaper, the *Windham County Transcript*, then edited by J. Q. A. Stone, and he could remember the discouraging weekly comment of his grandfather, "Not much news this week: there's nobody dead whom we know."

He had learned that the newspaper never retracts, and it has the last word invariably and a controversy with it merely results in more copy for the paper and an increased circulation for it. There is something in common, one thing in

common, at least, between the pulpit and the press, that being that a great part of the public feels that is could do better than the editors and pastors. There should be ethics in advertising, and fairness in reporting and writing .

* * * * * * * *

BUSINESS SESSION.

Reports were presented at the afternoon session and the election of officers was held. Arthur S. Barnes of Bristol, who has been president of the association for five years or more, declined a re-election, as did Elwood S. Ela of Mancehster, who had been secretary and treasurer for fourteen. Everett G. Hill of the New Haven *Register* was elected president and Mr. Barnes was shifted to the office of secretary and treasurer. A committee consisting of George C. Woodruff of Litchfield, F. E. Norton of the *Courant,* and W. J. Flood of Manchester, were appointed to draw up a minute of appreciation of the work of Mr. Barnes and Mr. Ela, which was read at the banquet in the evening as follows:

"The members of the Connecticut Editorial Association at their meeting in the Hotel Garde on April 11, 1910, hereby bear witness to the faithful services of President Arthur S. Barnes and Secretary and Treasurer Elwood S. Ela. The former has served the society for five and the latter for fourteen years. During all that time both have worked for the good of the state, the good of their profession and the good of this association. To bear witness thereof this minute is offered to be made a part of the records of this asociation and to be made public."

New officers were elected as follows:

President—Everett G. Hill, New Haven.

Secretary and Treasurer—Arthur S. Barnes, Bristol.

Auditor—Frederic W. Lyons, Greenwich.

Vice-Presidents—E. H. Crosby, South Manchester; W. C. Sharpe, Seymour; Theodore Bodenwein, New London; Willis S. Jones, Westport; L. O. Williams, Putnam; Irving Manchester, Winsted; Ernest L. Prann, Deep River; Louis McLaughlin, Stafford Springs.

William G. Mulligan, editor of the Thompsonville *Press,* was elected to membership, and ex-Governor McLean, and Wilson H. Lee, of New Haven, were elected honorary members.

Working Together in Unity

If the billions of dollars that have been lost to this world through strife and lack of co-operation and mutual loyalty and helpfulness in work, an endowment or foundation could be established with the funds that would be sufficient to supply practical education to all, to put every worthy man on the way to an honest livelihood and to relieve all real want. By the side of such a foundation, the five hundred million dollar establishment, purposed by Rockefeller would sink into insignificance. It is always a pleasure—derived from a realization of the benefits that would be reached were such conditions universal—that we record from time to time, incidents that show the good-will and co-operation between employees and employers. Such an incident was furnished, a short time since, by the force of the *American Artisan,* of Chicago, for which we have awaited the opportunity to give some brief notice. It was that of the presentation, by the staff of the paper, of a handsome bronze figure that is shown herewith, to Mr. John Stern, the proprietor and publisher. The figure is that of a *Bergese* (Shepherdess) *par Raphanel,* expressive of loving care, watchfulness and kindliness accompanied by entire confidence and trustfulness.

At the base of the ornament which is thirty-three inches high, a gold plate bore an appropriate inscription, showing the source of the unexpected present, precious for the good-will it bore. The assembled staff, who awaited their chief in his office, learned by fitting words from Mr. Stern, not only how much he prized the good-will manifested, but how greatly he had appreciated their loyalty to the paper and to himself, and the outcome showed that he had already provided a most substantial acknowledgement for each, that spoke more eloquently than words.

Whoever promotes good-will and mutual helpfulness does the world a great and lasting service.

Right here we feel moved to give the part of a little sermon by Elbert Hubbard, that is filled with wisdom drawn from its evident, high and inspired source and is as follows:—

"The world is crying for men—civilization wants men who can rescue it from dissolution; and those who can benefit it most are those freest from prejudice, hate, revenge, whims and fears. * * * * * Do not extricate yourself—be one with all, be universal. So little competition is there in this line, that any man, in any walk of life, who puts jealousy, hate and fear behind him, can make himself distinguished. And all good things shall be his—they will flow to him. Power gravitates to the man who can use it—and love is the highest form of power that exists. If ever a man shall live who has infinite power, he will be found to be the one who has infinite love."

Is not this all much better than the teaching, encouraging or practicing of jealousy, suspicion and hate between employees and employers?

Editorial Musings as to Honest Worth, Public Officials, and Good Government, and the High Obligations of the Press

LAST month we had occasion to refer, incidentally, to the ability required, successfully and efficiently to act as a foreman of a daily newspaper. What was briefly written might have been applied, with equal truthfulness, to almost every responsible position in a newspaper or printing office. The fact is, that in this country, proper honor is not always paid and proper consideration is too infrequently given to the productive, faithful workers, while place-holders are lauded far beyond their deserts. Dr. Frank Crane, writing in the Chicago *Daily Tribune* says, forcibly but none the less truthfully:

"To set one's heart on "getting on," or achieving fame, or amassing a fortune, is a nasty business. And it is what is the matter with our civilization.

Life, real life, consists in developing one's personality, doing useful work in the world for the joy of it, and being good because one likes it. The moment you do any one of these three things for money or fame you have prostrated your soul. You are an abandoned creature.

* * * * * *

"Of all the Presidents only four or five would have towered anywhere above their fellows—Washington, Jefferson, Lincoln, Grant and Roosevelt. Most of the Presidents, the genuine presidential timber, were of the type of Buchanan, Polk, and Hayes. The common run of great job holders are runts.

The great personalities are of another order. They are mostly rebels, outcasts, and overturners. For instance, Luther, Ibsen, Wagner, Cromwell, Tolstoi, and Socrates.

You must make your choice. If you are going in for great place you may do so. This is a free country. By all means aim at success, if you please. But do not try to embellish the operation by fine moral sentiments. The whole process, and the aim itself, is immoral."

This may be putting it pretty strongly, but strong words are needed. Our country is being ruined by the foolish exalting of place-seekers and place-holders; the wealth grabbers and the flunkies in society and politics, and undervaluing, neglecting, or casting contumely on the quiet, honest, able, conscientious workers and producers:

"The place-holder is not only not great but it is a safe rule that he never is and cannot be great. Prominence stifles personality. It is well to ponder upon this statement; it may save your life.

"All systems of choosing rulers and figure-heads become, by and by, systems for selecting small, innocuous souls."

The man whose only desire is to make good and who must make good, is the man who attains to and retains real greatness. Many who, at the start, had some elements of greatness and were in a large measure useful—for worthy service is at the basis of all true greatness—have been ruined by the methods required to reach so-called high positions or wealth, or by being flattered and toadied to; rendered proud, arrogant, self-seeking, and selfish—forgetful of their work and responsibility—egotistic, self-centered, and self-worshiping, through the interested laudations and worship of the silly, or the self-seeking partisans, and unthinking, unbalanced, ignorant, hypocritical, canting, hair-brained mortals, who can never see the man back of his apparel, his appearance, professionp, position, or possessions. Even many of the clergy and the sentimentalists are guilty in this regard, and they are the kind of men, who, if the real God-fearing, people-loving leader—the Moses of the age—is temporarily absent on the mount seeking light, rush around to make a golden idol out of any kind of a human calf that bunts himself to the front, to fall down and worship him as a little god. It will be a glorious condition, if ever reached,

"When sense and worth,
"O'er a' the Earth
"May bear the gree
"And 'a' that and a' that."

There is no dishonor in public office and the practical politicians are not alone to blame for graft and the low, dishonorable condition of the public service. We are all sinners by either commission or omission, and the press is not free from fault. One of the highest duties of a newspaper is honest effort, at all times, for good government, honest officials, and economic and efficient administration. It is not only a matter of duty but of wisest business policy, for, as Horace Greeley once wrote to an editor seeking his advice, "The taxpayers outnumber the tax-eaters." The people who pay taxes outnumber, a thousandfold, those who hold public offices, and besides, good government, honestly administered, is of the highest direct advantage to the press, and to be influential in securing the same redounds much more to its glory and success than all the good-will, or expected favors from politicians, that are so liberally promised but often forgotten, and that, at best, are in the nature of dishonorable bribes, and should never be asked, and certainly never be accepted as rewards, for, so received, they are a humiliation and a public disgrace and carry with them the loss of independence, if not very irksome obligations and enslavement. While it may be true, as an historical fact, as stated by Dr. Crane, "All systems of selecting officials and figureheads becomes, by and by, systems for selecting small, innocuous souls," if there is a free, independent, intelligent press—ever honest and alert, unbribed by gain, unawed by power—this may be changed as to the future, though there must be, of necessity, a period of education that will constantly enforce the truth that public office brings no honors in the mere holding but only in the ability to perform and in the honestly performing the duties thereof conscientiously, honestly, and effectively without fear or favor, uninfluenced by demands in payment for support or untainted by promises of preferment. The newspaper publisher or the private citizen who demands, expects, or receives political or other favors, as payment for helping anyone to a public position, is corrupt, as is also any community or city that gives its support for any private or other consideration other than that of the highest good and pure, honest, liberal, broad public service. A Congressman who gets support simply because he has promised the

securing of a post office or a public building or other local improvement or advantage, is simply a bribe-giver and is hampered and corrupted in the performance of his higher duties of public service, and is compelled to involve the country in vast, unneeded expenditures in order to help others to secure like payments for political support, that he may meet his own obligations, and, in the end, all the people are compelled to foot the bills and to suffer from the results of the general corruption of public officials. If the press and the people demand bribes in the choosing of their own public servants, these servants will soon come to feel that they are justified in taking bribes through the initiating of schemes of graft for their own private benefit. The tendency in this country is to exploit public positions and public trusts for private gain, and honorable men, who are able to win worthy and honorable success in the legitimate, useful, private callings of life, are unwilling to enter the scramble for public office where success must come through corruption, the surrender of their highest principles of right, their independence, and their honor. There is a reflex influence of corrupt politics that has a ruinous effect on business. It is very frequently to be noticed that men who have entered or have even come actively in contact with practical politics early in life are unfitted thereby for honorable business careers or honest services in connection with social, benevolent, educational, or other institutions, or in organizations for the benefit of the several callings or the general good of the community. They come to think that favoritism, individual benefits and graft with secret understandings. combinations, stealings, and silence, are the ways to be followed in all business and in all positions. Everything, everywhere, must be exploited for private gain. The value of real services rendered is given secondary consideration; it is all how much can be gotten out of a position or business and at the same time not be caught in double dealing or dishonorable graft, trickery, and concealment. There is no real thought as to the honor and good to be secured by clean, earnest, loyal service and the giving adequate value, "full measure, heaped up and running over." Of course, if positions can be stolen and glory be secured at the same time, under or through pretense of having received less than is due for zealous service, that glory is unblushingly accepted and treasured without any apparent qualms of conscience. There is a general movement in this country toward purer and higher ideals. It has been much helped by such men as ex-President Roosevelt, Governor Hughes, ex-Governor Folk, Senator LaFollette, the late Governor John A. Johnson of Minnesota, Senator Beveridge of Indiana, and many others, and it is most gratifying to feel that the magazines and the daily and weekly press have taken a leading part, but it is sad to realize that the movement has not yet so taken hold of the people as to secure decent government in more than a very few of our cities, or to even more than slightly worry the great mass of professional politicians. Offices are still conferred as rewards for work in securing nominations for candidates; the "gray wolves," or franchise traffickers and bribe-takers, as they are known in our large cities, still contended, with unabated zeal, for positions, and machine politics still flourish, and the bossess still receive full recognition and most considerate treatment, and the little men, "the runts," crowd to the front. The office-seekers seek by the old machine methods, instead of honorable men of highest ability being sought out by the people as the loyal servants of the greatest nation of the earth.

The movement for the actual rule of "the people by the people, for the people," in the interest of purity, honesty, and the highest good for each and all, depends largely on the persistent loyalty of a free and independent press, deserving and receiving the full confidence of all honorable citizens, who shall show their loyalty by their works, in the persistent, watchful performance of their duties at all times and under all circumstances, as true citizens, ever placing first the cause of good government and honest, efficient, economical, equitable administration thereof.

Four Generations of Printing Press Builders

A FAMILY WORLD-FAMED IN ALL PRINTERDOM.

Four generations of the same family successfully and usefully engaged in the one line of manufacturing business in the United States is a most honorable distinction in itself. To have been at the head of an industry that has more than any other to do with providing the means for spreading abroad to the increasing millions of Earth all knowledge, the daily doings, the discoveries, the inventions, the news of the whole world, through four generations of worthy sons, each building better, higher and greater than predecessors, is a greater glory to any family than any titles of knighthood or nobility possible to be conferred by any of the mightiest kings or emperors of the greatest empires known to men.

So early, practically, perfectly, usefully was the first Hoe Web Press builded and so speedily adopted and generally used, that to a vast number of people, publishers, printers and laymen, the word Hoe is synonymous with the great line of printing machines and no history of printing or newspaper-making, and no encyclopedic article regarding the same can do otherwise than give large mention of the Hoe Press that is a part of the history of modern progress. The work has passed from noble sire to noble son and each has added new inventions and new improvements and features, until from the small beginning in 1821, the business has grown into a mammoth modern manufacturing establishment, employing hundreds of machinists, draughtsmen, inventors, designers, business directors, and salesmen, and thouands of operators and nearly six millions of dollars of capital.

The Hoes have been models as citizens and while modest and conservative, yet ever progressive as manufacturers. No love of ease or pride of wealth has kept one of them from thorough preparation, close application, arduous labor in and loyalty to the business and its intelligent development and continued improvement. Recently Robert, the fourth in the honorable line, by that name, that has the significant meaning of "Bright in fame," was elected President of the great corporation organized under the laws of New York with a

capital stock of $5,875,000. He is the eldest son of the famed Robert Hoe, third, who died last fall, greatly honored and sincerely lamented. He is a worthy successor to his father in the distinguished line. He is thirty-four years of age and a graduate of Harvard. After graduation from that great college, that turns out men and scholars well equipped for highest accomplishment, the oldest of our great American colleges, Mr. Hoe broadened his mind and knowledge by travel and study abroad. He then returned and commenced the learning of the business of his honored ancestors, just as thoroughly, earnestly and conscientiously as though he had his own way to make in the world instead of being one of the prospective heirs to great wealth. Such young men, among whom we have several conspicuous examples of later years in this free Nation, are worthy of highest commenda-

Robert Hoe

tion. He started with the keeping of the books in the manufacturing department, a humble position but the best place in which to become acquainted with the details and requirements of efficient and profitable production. From here he patiently followed up all the different branches of the establishment until he could qualify as an expert mechanic as well as being an able, all-around, well-equipped business manager. He has a practical knowledge of all the machinery manufactured by the house, as well as of the requirements of each machine. For a long time he had entire charge of the manufacture of steel saws of all kinds, one of the important branches of the Hoe manufactures, and under his direction the busines was doubled in volume.

Interviews with Mr. Hoe by a representative of this paper revealed him to be a sincere, earnest, kindly gentleman with wide information and broad views, genial and friendly in disposition, but very much engrossed in and greatly devoted to his work. Being asked when he had leisure, his reply was, "Before eight o'clock in the morning and after ten o'clock at night." It is difficult for one outside, to rightly judge of the constant, pressing demands of such a concern, with so varied and great products of the most elaborate and ingenious machinery—each machine made to fit the needs of the office for which it is intended with special devices and adaptations — on the time, patience and supervising ability and care of details of the general manager,, superintendent and president. Mr. Hoe is a likable as well as a practical, industrious man, and will grow in popularity as he comes to be more and more known among the printers and publishers of both America and Europe.

A younger brother, Mr. Arthur Hoe, is Vice-President of the company, a young man of ability, and has charge of the saw department of the works and will be heard of in the future.

Items of Interest

Albert Cook, connected for some time with the South Bend *Tribune staff*, has gone to the Indianapolis *Star*.

Dick Miller, city editor of the Rockford, Ill., *Republic*, has gone out to Washington state to sleep in a tent and edit an apple orchard, owned by his brother.

Newton C. Parks, ex-'12 of Trory, O., a student in the course of journalism at the University of Wisconsin, has just left the University to accept a position on the staff of the Findaly, O., morning *Republican*.

J. Clark Phillips, editor of the Ewing, Ill., *Reporter*, has announced his marriage to Miss Louise Myers, which occurred January 15. The secret leaked out through Mr. Phillips being called upon to sign a legal document which required the signature of the wife to make it valid.

W. W. Buckley, lately editor of the Pearl City, Ill., *News* has bought J. W. Graves' half interest in the Forreston *Journal-Herald*. J. F. Swank owns the other half interest. Mr. Graves greatly improved the *Journal-Herald* and made considerable money in the two years that he was at Forreston, Ill.

H. A. Cook, for the past eight years at the head of the Fort Dodge, Ia. Post Publishing Company, has disposed of his home in exchange for an extensive fruit ranch in Washington and, following the disposal of his newspaper holding, will leave for the West, where he will engage in newspaper work of a couple of years, then retire for a well-earned rest in the shade of his own vine and fig tree.

Charles Sandburg, a Milwaukee newpaperman, and formerly an organizer for the Social Democratic party, will be private secretary to Milwaukee's new Socialist Mayor, Emil Seidel. He has been a frequent contributor to the *Social Democratic Herald* and has done other literary work for the party. He was at various times during the past year reporter for *The Daily News, Journal and Sentinel*. The position pays $1,200 a year.

Charges of plagiarism are made against Joseph Medill Patterson in a suit filed in the United States Circuit Court here by Eugene Quirk, a Chicago newspaperman, and Mary I. Quirk, who demand $50,000 damages charging that the defendant used the main theme of a novel entitled, "Drifting," which they wrote for the foundation of his play, "The Fourth Estate," now being produced at the Studebaker theatre in Chicago. The plaintiffs in the action ask also an injunction restraining the production of the play.

Misunderstandings and Arbitration

Misunderstandings will exist so long as men are finite in judgment or selfish in their aims; but the only sensible, profitable way of adjusting these misunderstandings and reaching righteous, enduring, peaceful, secure and permanently prosperous conditions, is by a calm consideration and equitable adjustment of differences. Wars, strikes, and lockouts, oppressions and disregards of the rights of each and all, are destructive, impoverishing, unprofitable, and are the foolish, unprofitable promoters of hate, bleareyed want, misrule and a real hell, in the destructive flames of which all are alike consumed, the disputants as well as the innocent bystanders and the public on whose satisfied and honestly earned support and patronage all employers depend for the payment of living wages, the meeting of expenses, maintaining the employment or business and retaining a living profit on the labor and investment. Every dollar expended in industrial or other warfare is taken out of the resources of employment, creative production or business. In the end, the workers and producers bear the greater share of the losses. The speculators, who are in position to profit on the dire and pressing wants created by warfare, are the only gainers. The people, as a whole, share in the miseries of the strife and in the permanent loss and impoverishment. It seems strange that in this enlightened age, there should not be provided in this free land, at least, the means of prohibiting and preventing wasteful industrial strife when such prevention would benefit all and injure none. It was said by a statesman in the early days of the republic, "We must eduacte, we must educate, or we must perish." The education is of little value if it does not so enlighten the minds of the people as to secure equity and justice and prevent graft, dishonesty and destructive strife and warfare. It might now be well said, under the existing interdependent relations of all production, transportation, and interchange of business, that, "We must arbitrate, we must arbitrate, or we must perish." To arbitrate means much more today than the appealing to some method of ending strife. In days past men appealed to the arbitrament of personal combat, or of armies and of the sword, with some superstitious idea that some unseen force would give victory to the right.

In all such appeals, the innocent suffered, whatever might be the outcome between the combatants, and the one in the wrong triumphed quite as often as did the righteous or the right. Near nineteen hundred year ago. One, who had learned all philosophy, declared, "All they that take the sword shall perish by the sword," and it is a truth established by all the experience of the ages, no less when applied to the battles of armies than to industrial or business strife. Arbitration today is getting back to the original meaning of the word *"arbitratus,* to be a hearer or beholder of something" from which arbitrator is derived, the spirit of patiently hearing and looking into both sides, with the view to fairness as the basis of all proper arbitration. All strife comes from selfish blindness, not looking into, not wishing to hear, the facts, and to be guided thereby to just action. The great trouble with a good deal of arbitration, by chosen arbitrators, is the lack of that openmindedness that comes from entire unprejudice and freedom from bias and a desire only to know and to weigh the truth. For this reason, the choosing of arbitrators to different sides of a dispute, each side being the partisan or partisans of one or the other of the disputants—bound to do the best possible for the one represented—is often unsatisfactory, depending for result more on the persistence, force and ability of the partisan arbitrators on either side, than on the justice of the cause—the single umpire between the interested arbiters being inclined to give away to the side having the greatest strength or, at best, to compromise the right, in an effort to placate and please both sides. Arbitrators should not be partisans, and while general arbitrators, chosen by different organizations, have proved an improvement over the choosing of the arbitrators by the parties directly interested, these to choose an umpire, have proven reasonably satisfactory, doubtless the best method would seem to be the appointment of arbitrators ununder governmental provision by a Governor or the judge of some court, or their election by the people who are deeply interested in industrial peace and the establishing of right. It is certain that arbitration should be compulsory and that all strikes and lockouts should be prohibited, on the principle that all war, of whatever nature, is the affair of all the people, who must suffer hardships and loss. However, if the right spirit exists in establishments where labor is employed—a willingness to look into conditions on both sides—and a clear understanding is fostered and a real regard had for the rights of each and all, as being alike interested in the reputation and success of the business, it will be very seldom that any arbitration by outsiders will be required.

After thirty years of newspaper work, eleven and one-half years of which have been spent as proprietor of the Salem, Henry County, Iowa, *News,* M. Kirkpatrick has disposed of his newspaper property to S. C. Merrill of Mount Pleasant and leaves for his farm in Wisconsin, where he will endeavor to improve his health.

The Thirteenth Indiana Congressional District presents the interesting prospect of two editors pitted against each other in the race for a seat in congress. The republicans have nominated John L. Moorman, of Knox, editor of the *Starke County Republican,* editor, farmer, politician, owner of an automobile and an all 'round good fellow. The Democrats will nominate the present congressman, Hon. Henry A. Barnhart, of the*Rochester Sentinel,* the first democratic congressman of the Thirteenth District for about a dozen years. Who will win is a question. Moorman has already begun his campaign.

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There is no permanent, reliable profit or good in service, employment, investment or business that does not recognize the sound principles of the Golden Rule, of doing by others as you would have others do by you.

* * *

People like "to watch the wheels go 'round" and the satisfying of this desire is sometimes utilized for good advertising. Among our "Items of Interest" this month, it will be noticed that a publisher in one of our smaller cities has placed his Linotype machines in a front office, before the large windows, so that the passer-by can see thoughts and news put into types by these modern inventions that work like things of life and intelligence. Presses will frequently be found similarly placed in easy view of the public, even in our metropolitan cities. Who has passed, of later years, along the walks by the *Herald* building on Herald Square, New York City, and not stopped for a moment to see the streams of pure white paper passing over the rollers of the great Goss printing press, like the steady falls of the waters at Niagara, and coming out in tens of thousands of great newspapers, printed, folded, counted, all ready for delivery to the hundreds of thousands of readers?

* * *

The Schools of Journalism have adopted or introduced a very commendable feature for the practical instruction of their students and giving them an interest and enthusiasm in their studies, that of securing of addresses before them by leading men in the newspaper profession. Dean Williams of the University of Missouri, has gone a step further and has arranged a newspaper week, that, in the extent and completeness of the program and the representative journalists secured for addresses and papers, will make it equal to a national convention of editors. This plan cannot fail of splendid results not only for the school but for the whole calling. It would be well if schools of law, medicine, theology or civil engineering and agriculture could follow the example set by the newer schools of newspaper making. Agricultural colleges in some of our States, notably Illinois, Missouri and Wisconsin, have had some such a feature but more with a view of educating the farmers than that of benefitting the students.

* * *

Very frequently have we had occasion to mention the splendid opportunities afforded, and very frequently and most commendably embraced by, newspapers of serving their constituents through cultivating and promoting worthy undertakings and needed improvements. The Chicago press recently furnished a notable example of this kind of work. The managers of the Y. M. C. A. recently undertook the securing of subscriptions for $350,000 in twelve days in order to complete the raising of a million dollar fund and to pay current indebtedness, make improvements in and complete buildings. Every newspaper in the city, for weeks before and during the twelve days of the strenuous canvas,—carried on by five hundred young men—devoted large space to forwarding the cause. Space was given in the editorial and throughout the news columns of the papers that could not have been bought with money. If the matter had been given positions in the advertising columns, at regular commercial rates, the advertising charges would have amounted to tens of thousands of dollars. The whole amount sought, and more, was raised and the newspapers, as well as the splendid workers, deserve high praise. However, this work of the Chicago newspapers has been carried on for years, and Herbert Kaufman, one of the ablest newspaper writers of the country, has, for at least three years past, written for the Association in a most effective manner without any charge, and the papers have freely accepted and published the valuable products of his pen, all for the good of the cause.

Of course scores of other causes for upbuilding the city, its improving and beautifying, for its churches, schools, industries, benevolences, hospitals and all worthy institutions, are all the time, receiving the loyal and enthusiastic support of the Chicago newspapers, only this united effort, all together for the one object, stood out with greater prominence.

* * *

C. E. Nevin, publisher of the Laurel, Neb., *Advocate,* printed the March 17th issue of his paper on green stock, in honor of the day, and the appearance of

this publication was attractive as well as pleasingly suggestive. Clear black well-laid-on green makes a pleasing combination not at all trying to the eyes. A liberal amount of advertising, skillfully and tastefully set, displayed and arranged, makes a splendid showing. One feature of the paper is the running an "Advocate Weekly Calendar," giving under each day of the week a quotation of verse or prose from poet, author, divine, or philanthropist, containing inspiring thoughts or sentiments for the day. Here is a quotation from Jacob Riis, printed as the motive or motto for March 23, that contains a philosophy good for an editor every day in the year:

March 23.

Roosevelt was right when he said that the only one who never made mistakes was the one who never did anything. Preserve us from him! Take him away, and let the rest of us go ahead and make our mistakes—as few as we can, as many as we must; only let us go ahead.—*Jacob A. Riis.*

The newspaper man who fears making mistakes, who hesitates, hedges and deliberates over much, until the opportunity to strike a blow for a good cause or to print the facts when they are fresh and alive and constitute real news, for fear of offending, is a dead one and will be carried out by the young men as surely as was Ananias and Sophia his wife, the cheats and liars of olden times. A newspaper man should tell the truth and as accurately as possible but a little lying under mistaken information is not nearly so fatal as hesitation, delay and saying or doing nothing.

* * *

The paper presented by J. P. Baumgartner, President-elect of the National Editorial Association, at the recent convention, contained many valuable thoughts on the topic, "Duty and Opportunity, or Things Worth While," as applied to the newspaper worker. The paper deserves a rereading, careful study and thought. While we published the address in our March issue, we feel justified in calling especial attention to the following closing paragraph:

"Every editor like every doctor and lawyer and preacher and teacher and statesman, has professional duties and privileges added to those of his citizenship, and failure to recognize and discharge and improve such duty and privilege is failure to attain the highest and best method.

"I do not understand that this association was organized and is conducted merely nor primarily for the benefit of its members, but I take it that service to society is the object aimed at, and I desire to congratulate the country on the efficient and devoted service of this splendid body of men and women."

The duties and opportunities of editors are much broader and more insistent and important than those of the members of any other calling, by reason of the vastly greater number of people and interests influenced and served, and the wider effects of that service on the whole community and upon the state and nation. The great trouble with many, who are found in all professions in this country, is the tendency to seek immediate gain rather than the establishing of a permanent success, a little later on, through thorough preparation, able and worthy performance. This tendency has especially degraded the profession of the law, and lead the votaries of a calling that should ever have in view, worth, highest attainment and the establishing of justice and the guarding and enforcing of human rights, to a condition of dishonor and trickish knavery, that seek mainly to aid men in their violations of law or to save them from the results or penalties of their evil deeds. The shysters outnumber today, honorable practitioners, ten to one, and they reach temporary gain by their evil and unprofessional practices at the sacrifice of integrity and to the bringing of distrust upon themselves and their calling and upon the courts, the last citadels of security to a free people. The whole system of the judiciary and its ministers suffer ignominy and loss, while the shysters, very frequently, merely eke out a miserable existence, sink lower and lower until they become the outcasts of society and the companions and abettors of thieves and harlots, shunned by all, even those whose knavery they have served and whose distrust they have won. Every man must live up to the obligations and opportunities of his vocation or else, sooner or later, reap the harvest of distrust, dishonor, neglect and avoidance, wholly antagonistic to all worthy, permanent, financial success, to say nothing of the well earned contumely and disgrace.

NORTH CAROLINA EDITORS.

LEXINGTON, N. C., April 21, 1910.

B. B. Herbert National Printer-Journalist, Chicago, Ill.

DEAR COL. HERBERT:—Am enclosing my check for $2 to pay one year's subscription to the NATIONAL PRINTER-JOURNALIST.

I would not think of doing without your valuable publication, as it keeps me in touch with the brethren in all parts of the United States, in whom I am always interested. In fact, I have never been able to understand how any live newspaper man could afford not to subscribe for your journal. You have devoted your life to the upbuilding of the newspapers of the United States, and it is their duty to stand by and support your valuable publication.

The North Carolina Press Association this year meets at Wrightsville Beach near Wilmington on the Atlantic Coast, one of the finest resorts in this country, and I wish you could be with us during our meeting June 8th, ninth and 10th, and make a talk to the brethren, and enjoy our delightful sea breeze, fishing and boating. There is no better fishing in the country than along the Atlantic Coast in North Carolina, unless it is the Catalina Islands in California.

North Carolina is developing more rapidly than any other Southern State, and the farmers are doing more this year than ever before. We broke the world's record in raising corn last year by growing 226 2-3 bushels on an acre. This year North Carolina will grow one-third more corn than it ever did before. The state is afire with progress, industrial and educational. The greatest movement in the state is to build roads and improve the rural districts. The watchword is "Back to the country," which, in my opinion, is one of the greatest movements that has ever been inaugurated in the South.

With best wishes and highest personal regards, I am,

Very truly yours, H. B. VARNER.

REVIEW *of* JOB PRINTING

SUGGESTIVE ANALYSIS *and* CRITICISMS

E. A. FROMMADER, TYPOGRAPHER, MOLINE, ILL.

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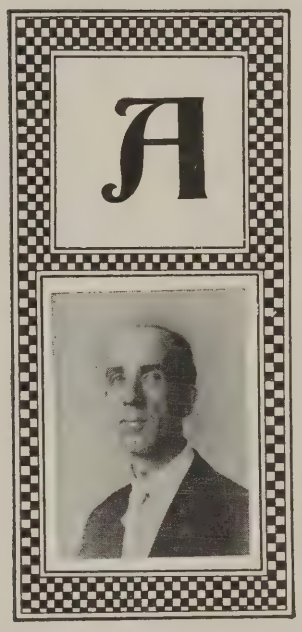
925 Linden Ave., Wilmette, Illinois

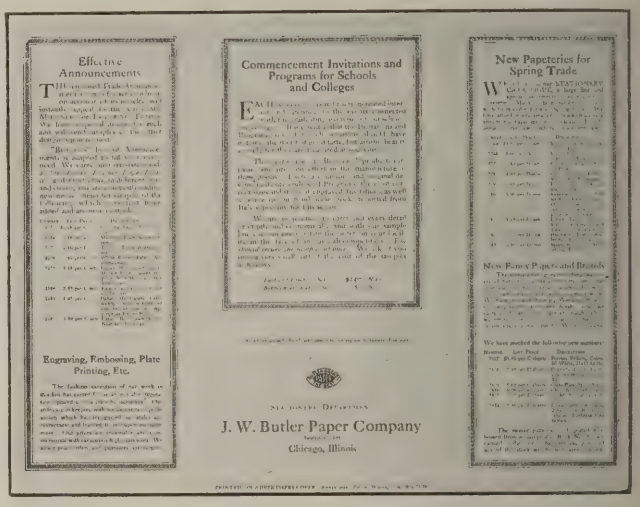


A PERSON can find good printing almost anywhere if he but looks for it. The experienced printer will make it a point to examine critically every piece of work which comes under his notice and will be on the lookout for new pointers from every source imaginable. The advertising card hung up in the street car, or the poster on the billboard along his route, will give him ideas and suggestions. Very often they will be what might be called negative suggestions; that is, they will tell him what not to do. But if one learns the pitfalls to be avoided he is in a fair way to succeed. The old adage that one must not only be good, but good for something, might be paraphrased to fit this case, however. A person's work must not merely avoid those things which offend good taste, but it must be vigorously constructed in order to gain for its producer a high place in printerdom. Passive goodness, while commendable, never gets very far. The printer who succeeds in the highest degree must have a genius for construction. If he does not he is bound to remain in the lower ranks.

W. J. R. Goff, Rockford, Ill., sends three or four samples with the statement that he is a boy 16 years old, and that he has never worked in a regular print shop. In spite of this he has seemingly gone into business for himself, and although apparently not very well supplied with new faces of type, he is doing work which would not be a discredit to many a regular office.

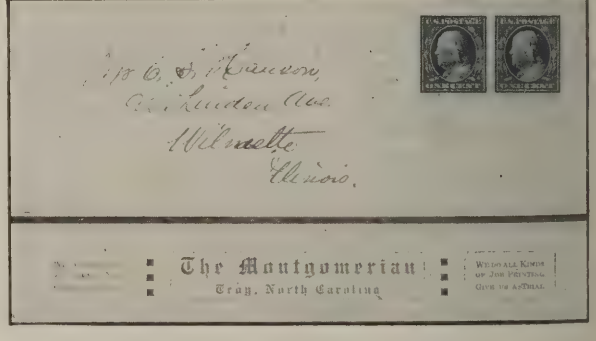
A little folder from Gatchel & Manning, designers and engravers, Philadelphia, contains this little bit of wisdom: "Attractiveness is what causes that 'second look' and arouses interest. In advertising literature that interest is the precursor of the desire to buy if the selling arguments are right."

The J. W. Butler Paper Company sends out from its stationery department a handsome folder printed on Advertisers cover announcing the season's line of commencement invitations and other novelties. It is printed in black and orange, the old style type har-


Effective Announcements
Engraving, Embossing, Plate Printing, Etc.
Commencement Invitations and Programs for Schools and Colleges
J. W. Butler Paper Company
Chicago, Illinois
New Papeteries for Spring Trade

monizing most effectively with this admirable cover stock.

A. A. Young of Troy, N. C., sends an envelope card which is a little bit out of the ordinary, and which is herewith shown. The entire envelope is reproduced in order to give an idea of the general effect.



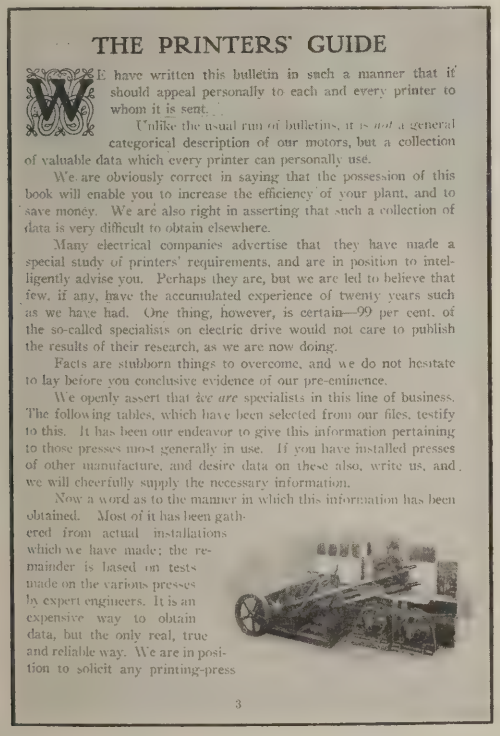
This is in no way freakish but is sufficiently out of the ordinary to attract attention. A better joining of the rule corners would have been a great improvement, and less conventional style might have been used in the small panels.

I am reproducing herewith a letter from one of the friends of the department, omitting, however, the name and anything by which his identity might be discovered. For the same reason I am not reproducing a job which he sends in, although the nature of it is

such as to most assuredly create a sensation among our readers. It appears to be the cover page of a seed catalog, and although printed on enamel stock it has a line which appears to be set in wood type. Possibly I am mistaken, however, it may be metal, but the press work is so bad that in any event it shows up very badly. The ornaments are of a kind which came out about twenty years ago or more, and which had no artistic merit then. No attempt seems to be made to join the rules and the entire page as a whole is an ineffectual jumble. This description does not do credit to the job, but it is the best I can do. Here is the letter of our friend in regard to it.

I am enclosing the cover of a 24-page booklet I carried away from a printing setablishment here in town on the earnest solicitation of the individual who got it out. He was very proud of the job and in answer to my inquiry as to where he got his ideas, he told me they were original. I can concede that, for on further inquiry I learned that he was not aware that such a thing as a trade journal existed. Now I wish you would reproduce this job in your department of the N. P.-J. as an example of "How Not to Execute Job Work." I have seen a number of rank specimens in my career, but this one certainly wins the cake. If there is one redeeming feature in the job it is the use of the two Post lines, a face of type not more than fifty years old. If yon don't give me the booby prize for bringing this specimen to light I'll insist you aren't a square dealer. Don't be afraid to publish it—he will never see it. He doesn't read the trade journals, you know.

"The Printer's Guide" is a bulletin published by the Triumph Electric Company, Cincinnati, O., and is intended to show the advantages of individual motors for all classes of printing office machinery. It has tables giving the class of motor, size and revolutions per minute for a large number of standard makes of presses and other classes of machinery. It is gotten up in such style as to appeal to the best class of printers, as will be seen by one of the pages which is herewith reproduced.



THE PRINTERS' GUIDE

WE have written this bulletin in such a manner that it should appeal personally to each and every printer to whom it is sent.

Unlike the usual run of bulletins, it is *not* a general categorical description of our motors, but a collection of valuable data which every printer can personally use.

We are obviously correct in saying that the possession of this book will enable you to increase the efficiency of your plant, and to save money. We are also right in asserting that such a collection of data is very difficult to obtain elsewhere.

Many electrical companies advertise that they have made a special study of printers' requirements, and are in position to intelligently advise you. Perhaps they are, but we are led to believe that few, if any, have the accumulated experience of twenty years such as we have had. One thing, however, is certain—99 per cent. of the so-called specialists on electric drive would not care to publish the results of their research, as we are now doing.

Facts are stubborn things to overcome, and we do not hesitate to lay before you conclusive evidence of our pre-eminence.

We openly assert that *we are* specialists in this line of business. The following tables, which have been selected from our files, testify to this. It has been our endeavor to give this information pertaining to those presses most generally in use. If you have installed presses of other manufacture, and desire data on these also, write us, and we will cheerfully supply the necessary information.

Now a word as to the manner in which this information has been obtained. Most of it has been gathered from actual installations which we have made; the remainder is based on tests made on the various presses by expert engineers. It is an expensive way to obtain data, but the only real, true and reliable way. We are in position to solicit any printing-press

3

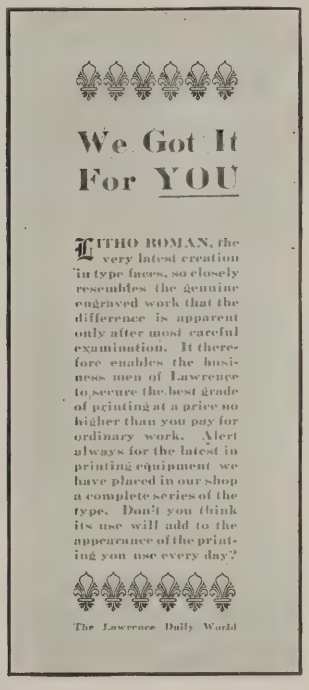
A. W. Lambert, who is with *The Wood County Reporter,* Grand Rapids, Wis., sends several samples of work with the statement that they are submitted at the request of the publisher of the paper. Mr. Lambert says that he is not afraid of taking a roast and proceeds to explain that material is limited, etc. I can assure him that no excuses are necessary, however. His work has the 20th century touch, and might, so

far as its appearance is concerned, have come from one of the best shops in the large cities. One of the specimens is an imitation typewritten letter gottten out by Mr. Lambert for himself in his capacity as designer and writer of advertising and is printed by a process of his own without the use of silk or special device of any kind. I am repdoducing some of the specimens which Mr. Lambert sends in and shall be glad to receive more from the same source at any time.

J. L. Frazier, Lawrence, Kansas, says that he is still young enough to learn and will be benefitted if I light

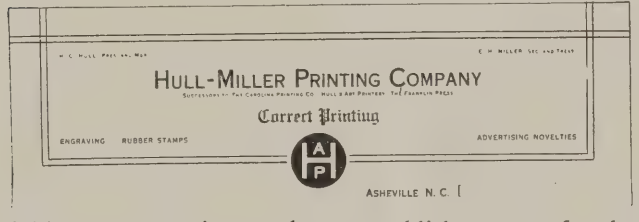
on his work with both feet. That is something which is entirely unnecessary, however, as most of it is of very good quality. The little booklet entitled "My

Island" is gotten up in an especially attractive manner. The only suggestion I could possibly make being that the text heads scarcely harmonize with the rest of the work. That is the style of text letter, however, which I have always tried to keep away from, so perhaps I am prejudiced against it. It seems to me worth while

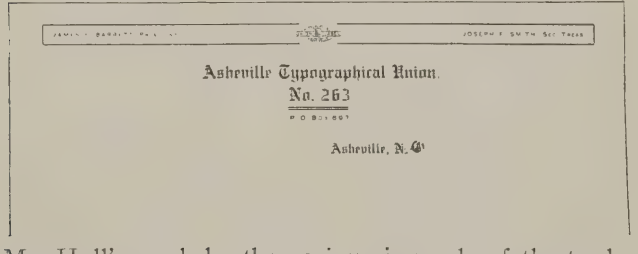

We Got It For YOU
LITHO ROMAN, the very latest creation in type faces, so closely resembles the genuine engraved work that the difference is apparent only after most careful examination. It therefore enables the business men of Lawrence to secure the best grade of printing at a price no higher than you pay for ordinary work. Alert always for the latest in printing equipment we have placed in our shop a complete series of the type. Don't you think its use will add to the appearance of the printing you use every day?
The Lawrence Daily World

for a job office to make announcement of additions of new type faces, such as is done in the little card which Mr. Frazier sends and which is here shown. It reminds the friends of the office that their next printing need not necessarily be a repetition of the same old faces.

Howard C. Hull writes again from Asheville, N. C., sending some of his recent work. Among these is a



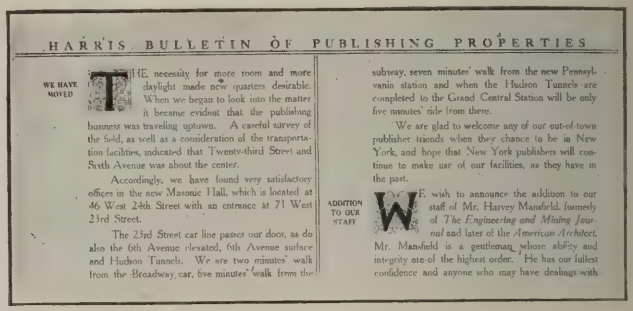
folder announcing the establishment of the Miller Printing Company and placing its claims for patronage before the people. The last page of this circular is devoted to extracts from comments made on



Mr. Hull's work by the various journals of the trade. A number of printers are adopting this method of advertising and it should be found very efficient.

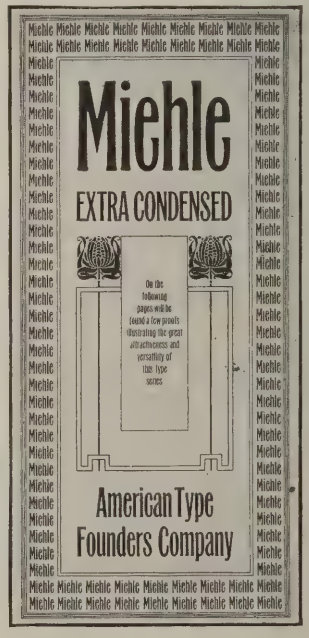
I have the February issue of a little publication called *The Lariat*, which, according to the announcement on the cover, is "published every time the moon gets full, by the Williamson-Haffner Engraving Company, Denver, Colo." This, I believe, is the first issue which I have had the pleasure of seeing, but I hope it will not be the last one. It is full of bright sayings, interspersed with matter which will tend to increase the business of the company which gets it out.

One of the best pieces of work that reached me this month is the little booklet published by the Harris-Dibble Company, New York, advertising newspaper


HARRIS BULLETIN OF PUBLISHING PROPERTIES
WE HAVE MOVED
THE necessity for more room and more daylight made new quarters desirable. When we began to look into the matter it became evident that the publishing business was traveling uptown. A careful survey of the field, as well as consideration of the transportation facilities, indicated that Twenty-third Street and Sixth Avenue was about the center.
Accordingly, we have found very satisfactory offices in the new Masonic Hall, which is located at 46 West 24th Street with an entrance at 71 West 23rd Street.
The 23rd Street car line passes our door, as do also the 6th Avenue elevated, 6th Avenue surface and Hudson Tunnels. We are two minutes' walk from the Broadway car, five minutes' walk from the subway, seven minutes' walk from the new Pennsylvania station and when the Hudson Tunnels are completed to the Grand Central Station will be only five minutes' ride from there.
We are glad to welcome any of our out-of-town publisher friends when they chance to be in New York, and hope that New York publishers will continue to make use of our facilities, as they have in the past.
ADDITION TO OUR STAFF
WE wish to announce the addition to our staff of Mr. Harvey Mansfield, formerly of *The Engineering and Mining Journal* and later of the *American Architect*. Mr. Mansfield is a gentleman whose ability and integrity are of the highest order. He has our fullest confidence and anyone who may have dealings with

properties for sale. It is gotten up in portfolio style with a brown cover printed in two colors. I am showing herewith one of the inside pages.

That well known word "Miehle," which has appeared in the printing journals with such regularity for many years past, has been crystalized by The American Type Founders' Company in a series of type


Miehle
EXTRA CONDENSED
On the following pages will be found a few proofs illustrating the great attractiveness and versatility of this type series
American Type Founders Company

called the Miehle extra condensed. A recent folder shows the advantages of this type in a most attractive manner.

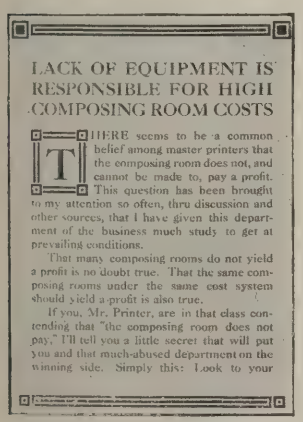
The Ault & Wiborg Company of Cincinnati, have just published a little book called "Zincology" containing a talk on the handling of zinc plates on the press. The book covers 24 pages and contains many things which ought to be known about the handling of zinc etchings.

Albert Prastmark, Crary, N. D., sends another bunch of specimens of considerable excellence. Sev-

St. Patricks Ball
Water Wagon Club
A Bank's First Duty
is to its depositors. The business of this bank is conducted on this basis, which is in truth, security and conservatism
Safety is considered before profits. We feel justified in asking for your business, assuring you always, courteous treatment and satisfactory service.
The Farmers Bank of Crary
Crary, North Dakota
The First National Bank
Crary, N. D.

eral of them are reproduced herewith.

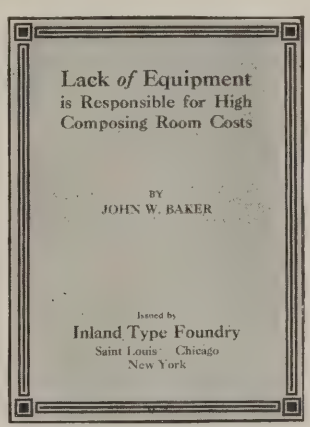
A little booklet published by the Inland Type Foundry is devoted to a little preachment by John W. Baker under the heading of "Lack of Equipment is Responsible for High Composing Room Costs." It is a subject on which much can be said, and many of these things


LACK OF EQUIPMENT IS RESPONSIBLE FOR HIGH COMPOSING ROOM COSTS

THERE seems to be a common belief among master printers that the composing room does not, and cannot be made to, pay a profit. This question has been brought to my attention so often, thru discussion and other sources, that I have given this department of the business much study to get at prevailing conditions.

That many composing rooms do not yield a profit is no doubt true. That the same composing rooms under the same cost system should yield a profit is also true.

If you, Mr. Printer, are in that class contending that "the composing room does not pay," I'll tell you a little secret that will put you and that much-abused department on the winning side. Simply this: Look to your


Lack *of* Equipment is Responsible for High Composing Room Costs

BY JOHN W. BAKER

Issued by Inland Type Foundry
Saint Louis Chicago New York

Mr. Baker has told in a most forcible way. Of course it goes witout saying that the book is gotten up in a high class of the art, but just to prove it I am showing two pages.

Nebraska Press Association

The Nebraska Press Association will hold its annual meeting at Lincoln, on May 23rd, 24th, and 25th, and arrangements are being made for a very successful meeting. Among some of the subjects for discussion are: "Does Printing Cost Anything?" by F. J. Ellich of Omaha, formerly secretary of the Ben Franklin Club of Chicago. "Printing Office Help," City vs. Country Newspaper Work," "Creating Advertising Patronage," "Business Methods in the Shop," "How it Works in the Smallest Linotype Town in Nebraska." Arrangements have also been made to have an old-fashioned Round Table, with all of its goodness.

Rates Paid Railway by U. S. Government

COMMITTEE ON RAILWAY MAIL PAY, GRAND CENTRAL STATION.

Charges of excessive and unreasonable compensation paid by the Government to the railroads, particularly for the transportation of second-class mail matter, are based largely on language used in the special message of the President, December 7, 1909: (Italic type ours).

> "The annual cost of the *transportation of this matter* is more than 9 cents a pound. * * * * * * * Congress may well consider whether radical steps should not be taken to reduce the deficit in the Postoffice Department caused by this discrepancy between the actual cost of *transportation* and the compensation exacted therefor."

The report of the Postmaster-General shows that the rate is erroneous. On page 8 of his report the Postmaster-General says: (Italic-faced type ours)

> "The cost to the Government for its *handling* and *transportation* averages 9 cents a pound."

On page 32 he states that this figure includes "transportation handling, administration and all items in connection with the operation of the postal establishment."

The report of the Postmaster-General on page 29 gives in detail the figures from which the cost of the various items per pound making up the total 9.23 cents can be ascertained. To make the mail weights comparable with express rates, the weight of the containing packages used by the Department must be taken into account. The first column of the following statement is based on the weight of actual mail matter, the second on the total weight which the Department compels the carrier to transport for the compensation allowed:

	Per pound of mail matter.	Per pound of mail and equipment.
Payments to railroads for transportation..	2.88c	1.65c
Payments to railroads for railway post-office car service, (i. e., compensation for hauling a fully equipped postoffice in a moving passenger train).....	.31c	.18c
Total payments to railroads	3.19c	1.83c

Therefore, the railroads receive for the transportation of second-class mail and equipment used by the Department to contain it, *NOT* over 9 cents a pound, but only 1.65 cents a pound, and 18-100 cents per pound for hauling for an average distance of 610 miles in passenger trains a postoffice on wheels which is of no service whatever to the railroads in performing contract to transport the mails.

THE COMMITTEE ON RAILWAY MAIL PAY.

The foregoing circular was received immediately after its issue in Chicago but, on acount of the press of other matters, was put to one side, feeling that publishers had generally received the same and that the further discussion at the time was not needed as the Committee of Congress had already decided against further increase of postal rates. However, every one is entitled to a fair and open hearing in the court of the people. The discussion was with regard to the proper cost of carrying periodicals, which are put up in separate canvass bags, of no unusual weight as compared with express packages, not only that these bags with contents demand no more care in handling but necessitate no more speed in transmission. These packages are handled by railway postal clerks with no cost to the railroads. The Government employes load and unload the mails Certainly "18-100 cents per pound' is low enough "for handling for an average distance of 610 miles on passenger trains, post office on wheels," but the hauling of the postoffice on wheels having been paid for, is it fair to charge any greater rate per pound for the contents of the car, or " post office on wheels?" Should periodicals be charged with cost of the great weight of letter pouches including iron frames and locks?

Publishers have no quarrel with the railways but only ask that the same commercial rates, the same economic business principles be applied to handling and carrying second-class matter as are common to its successfully handled express business.

The New Harmony Among Printers

ALL BASED ON A CORRECT COST SYSTEM—BANQUET OF PRINTERS IN NEW ORLEANS.

AS the world advances, more and more is the lesson learned that the mistakes, strifes and failures in business have come largely through ignorance. Men everywhere desire and seek success and power. It is well that they should so desire and so seek. It is the only way to advancement and to reaching higher things in life. It has been the folly of the past to think that the ends in successful life must be reached through the treating others in the race as opponents and enemies and the arraying of one's self against others, man against man, family against family, tribe against tribe and nation against nation, trade against trade, employe against employer, competitor against competitor. All this has destroyed the just fruits of intelligent effort and weakened and impoverished the contestants. It has created nothing except misery and has existed largely through a lack of understanding. There is vastly more gain in creating wealth than in efforts to despoil others. Every man, family or nation can reach much greater attainment by developing the resources at hand or possessed, than by striving by conquest, trickery or craft to obtain the business or possessions of others. The trouble is that the knowledge of how profitably-to-produce, or to create wealth, has been much less studied or sought after than how to dispossess others. In the trades and business, the getting of work or trade from others has

THE PRINTING SITUATION

been much more in mind than that of getting a fair profit by rendering valuable service at a price that covers the cost and leaves a fair profit. The knowledge of cost has not been, as it should have been considered as the first requisite to all remunerative returns. If the cost of all strife and all the wars of the world had been figured in advance, with a first knowledge of all that might be produced for far less than the necessary outlays for such contests, wars and conquests, these would have long since been banished from the earth. Wars in business, no less than between tribes and nations, come from both ignorance and cowardice. Men have spent their time and energies in fearing, hating and needlessly arming against others instead of in looking to themselves, their own well-being and upbuilding. Printers have fought printers for work and made prices ruinous to themselves, that would have been alike ruinous to their competitors, just because they did not know any better. This is all by the way of a preface to a brief account of a banquet of the Employing Printrs Association in New Orleans, La., the menu of which contained a number of cartoons that we have had reproduced and show in this article, because they strikingly illustrate the difficulties in the way of friendly co-operation that have existed in the past when there was no method found to ascertain, and little thought given to, the real cost of printing, and everyone was ignorant in regard therto, and hence suspicious as to prices that might be made by others seeking to do the work. No one has had experience as an employing printer and no

UP-TO-DATE METHODS.

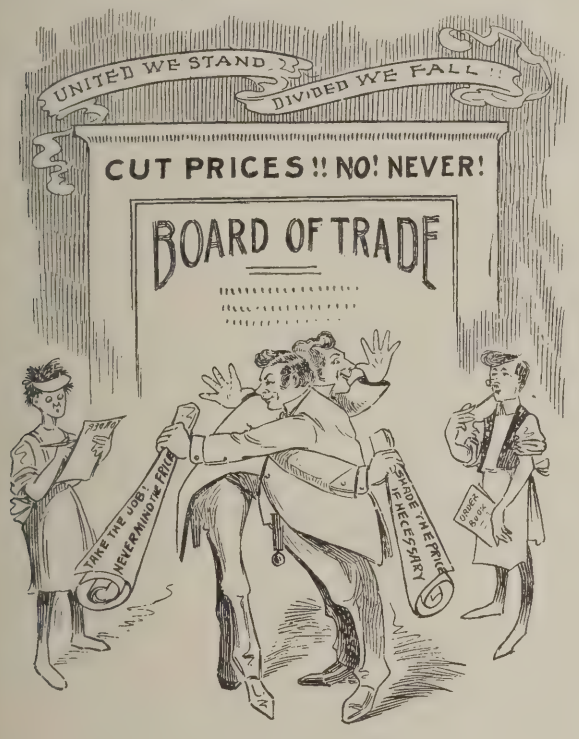
CUSTOMER—How much will you charge for 5000 small Catalogues?
PRINTER (smiling assuringly)—My dear sir how much are you willing to pay. Our prices are the lowest on earth. With every job we present either a Washtub, Board and Wringer, a Sewing Machine, a Baby-Jumper and—Baby, a Piano, a Bedstead, or some article in our gift department—the customer takes his choice. Will you place your work here?
CUSTOMER—No; I'll try another Printer first; perhaps I can do better.

one has tried to co-operate, without knowledge, with others in the trade, but that will at once recognize the forcefulness of these cartoons in portraying the whole, unvarnished truth as to past experiences and conditions. It was the fourth annual banquet of the Association held at Galatories' on "Bourbon" Street. The name of the street is out of harmony with the spirit manifested and the principles enunciated at the

THE SUCCESSFUL BIDDER—WHAT DID I FORGET

banquet, for "Bourbon" long since came to mean in our American speech, "an obstinate conservative, one who is behind the age, who never forgets and never learns anything." The obstinacy of these printers has been removed through the light of knowledge; they are up to the age of enlightenment and of a fraternity based on newly acquired knowledge and intel-

ligent understanding of the rights and requirements of the trade, and the true cost of production. They may remember, as evidenced by the cartoons, the follies of the past, but these are remembered only as warnings for the future. These printers are learners in the new school of a proper cost system and of the wise ethics that teach that all are joined by a common bond of right and interest. If such functions are to be held thereon, "Bourbon Street" should be rechristened "Progress Street." The account that has reached our office, pinned to the splendidly-gotten-up menu card, rightly says:


UNITED WE STAND
DIVIDED WE FALL
CUT PRICES !! NO! NEVER!
BOARD OF TRADE
TAKE THE JOB! NEVERMIND THE PRICE
SHAVE THE PRICE IF NECESSARY

In Union there is Strength.

The banquet itself exemplified the fact that the members of the association are a harmonious unit, and the toasts responded to explained that the members of the association are trying to place the job printing business of New Orleans on a cost system basis and to eliminate cut-throat competition.

The menu booklet was a high-class production of the printer's art. It was interspersed with cartoons showing the uselessness of shaving prices for the mere object of getting buiness. Under a cartoon showing a printer with a prospective customer and entitled, "Up-to-date Methods," the following dialogue appeared:

Customer—How much will you charge for 5,000 small catalogues?

"Printer—My dear, sir, how much are you willing to pay? Our prices are the lowest on earth. With every job we present either a washtub, board and wringer, a sewing machine, a baby jumper—and baby—a piano, a bedstead, or some article in our gift department—the customer takes his choice. Will you place your work here?"

Customer—No; I'll try another printer first; perhaps I can do better.

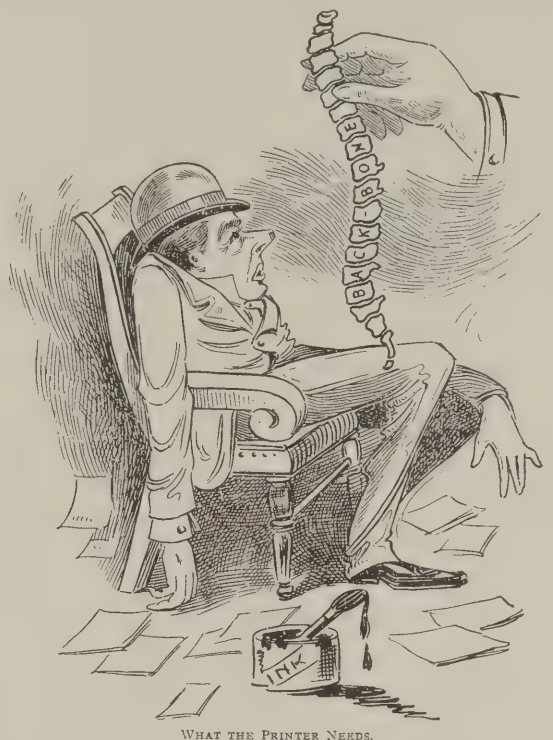
Another striking cartoon in the booklet was that of a printer who was about to fall out of his office chair into his ink pot. A hand appears before the printer's gaze, and in the hand is a back-bone. The caption was, "What the Printer Needs."

The toastmaster was William Pfaff, president of the association, and at his right and left sat I. A. Strauss, vice-president, and Frank X. O'Donnell, secretary-treasurer. The banquet committee comprised Frank Dameron, I. A. Strauss and E. P. Brandao.

If there ever was a toastmaster who knew how to run a banquet it is Mr. Pfaff. The banquet was scheduled to begin at 6 o'clock, and within less than fifteen minutes after that hour Mr. Pfaff had the "ball rolling" and from that moment on he kept his "eye on the ball."

Toasts were responded to as follows: J. N. Breen, "Co-operation and Cost System"; I. A. Strauss, "Harmony"; F. Bildstein and E. G. Grelle, on the general subject of photo-engraving; Frank E. Webner, "Cost System"; A. C. Abbott and W. W. Carter, on the general subject of paper industry, and George McLaughlin, on "Expert Estimating." All who were at the table were called on to make short talks and each responded.

Members of the association were represented as follows: Henry N. Boudousquie Printing Company, Ltd., by Henry N. Boudousquie; Brandao Printing Company, by Edward P. Brandao and Walter A. Brandao; Dameron-Pierson Company, Ltd., by Frank Dameron, J. Ogden Pierson and John Fischer; A. W. Hyatt Stationery Manufacturing Company, by H. W. Lemoine; Louisiana Printing Company, by E. W. Deimel; Mandola Brothers, by Louis G. Mandola; Steeg Printing and Publishing Company, A. W. Steeg and M. S. Steeg; Meyers Printing House, by Henery B. Meyers; O'Donnell Brothers, by Frank X. O'Donnell and James E. O'Donnell; F. C. Philippe, by F. C. Philippe, Jr.; Picayune Job Office, by I. A. Strauss; Searcy & Pfaff, by William Pfaff, M. J. Salles and Leopold LaSalle; Sutter-Van Horn Company, by Fred W. Sutter; H. A. Triberge Printing Company, by H. A. Triberge; E. S. Upton Printing Company, by G. M. Upton and E. C. Upton.



What the Printer Needs.

A five-course dinner, with usual accompaniments, was served.

Mr. B. B. Herbert, Publisher National Printer-Journalist, Chicago, Ill.

My Dear Herbert:—Enclosed please find $2 to pay my subscription to the Journalist. I want you to consider me a "life member." I have taken the Journalist ever since it first started and I like it better each year I receive it.

Mrs. Rindlaub and I are leaving for a trip abroad. We sail from New York the 20th inst. We go to the Orient, stopping on the way to visit Athens, Constantinople, Alexandria and Cairo. We will enter Palestine at Beirut, and go to Damascus, thence south calling at the principal places to Jerusalem. From Jaffa we go back to Naples, thence to Rome, Florence, Venice, and then across the Alps to Oberammergau. Our trip includes a sail down the Rhine to Cologne. We will be away from home most of the summer.

Mrs. R. joins me in kindest regards to yourself and Mrs. Herbert. Very sincerely yours,

Platteville, Wis., April 11, 1910. M. P. Rindlaub.

City and Country Editors to Speak at Meetings in Columbia., Mo., May 9 to 14.

PRESIDENT A. ROSS HILL, of the University of Missouri, has announced the program for Editors' Week at the State University, Columbia, Mo., May 9 to 14, as far as it has been completed. Other names will be added. A general invitation will be sent to the newspaper makers of Missouri to attend the meetings and take part in the discussions.

A large attendance is expected.

The entire range of country and city journalism is covered in the topics to be discussed and in the speakers on the pro-program. Exhibits will be made by manufacturers and jobbers of printers' machinery and supplies. Regular class work will be conducted in the morning hours in Reporting, Copy-Reading and Editorial Writing. In addition, J. E. Craig, of the Brown Shoe Company, St. Louis, an expert ad-writer, will give a series of lectures daily upon the preparation of advertising with special reference to the retail merchant.

Chief news editors from every metropolitan newspaper in Missouri will be present to discuss the news as the city editor sees it. Winifred Black, of the Kansas City *Post,* will speak on the news from the woman reporter's viewpoint. Leading country editors will discuss problems of country journalism, including advertising, circulation, news, editorial, and office equipment. In the evenings addresses will be delivered by Herbert Kaufman, on "Advertising;" Medill McCormick, of the Chicago *Tribune,* on "The News;" Victor Rosewater, of the Omaha *Bee,* on "The Editorial Page;" Charles D. Morris, of the St. Joseph *Gazette,* upon "Essentials in Journalism;" and Lafayette Young, of the Des Moines *Capital,* upon "Journalism as a Profession."

The tentative program follows—the morning hours devoted to News-Gathering, Copy-Reading, and Newspaper Administration, including class work and discussion:

MONDAY MORNING, MAY 9.

8 o'clock.—News-Gathering.
9 o'clock.—Copy-Reading.
10 o'clock.—Newspaper Administration.
11 o'clock.—The Writing of Advertising, J. E. Craig, St. Louis.

MONDAY AFTERNOON, MAY 9.

"The News As The City Editor Sees It"—Henry F. Wood, night editor of the St. Louis *Republic;* George B. Longan, Jr., city editor of the Kansas City *Star.*

"The Near City Daily," and "The Country Daily"—In formal round table discussion by George H. Scruton, *Democrat-Sentinel,* Sedalia; R. M. White *Ledger,* Mexico; G. W. Ridgway, *Express,* Kirksville; J. R. Lowell, *Democrat,* Moberly; W. J. Sewall, *Press* Carthage; W. L. Watkins, *Constitution,* Chillicothe; Dan McFarland, *Republican,* Marysville; N. M. Baskett, *Monitor,* Moberly; F. C. Naeter, *Republican,* Cape Girardeau; E. E. Bean, *Mail,* Nevada; Joe Goldman, *Democrat,* Jefferson City; D. L. Burnside, *Republican,* Poplar Bluff

MONDAY EVENING, MAY 9.

Address: "Advertising," Herbert Kaufman, Chicago.

TUESDAY MORNING, MAY 10.

8 o'clock.—News-Gathering.
9 o'clock.—Copy-Reading.
10 o'clock.—University Assembly.
11 o'clock.—The Writing of Advertising, J. E. Craig, St. Louis.

TUESDAY AFTERNOON, MAY 10.

"The News As The City Editor Sees It"—W. M. Ledbetter, city editor of the St. Louis *Globe-Democrat;* C. C. Cline, city editor of the Kansas City *Journal*

"Advertising"—Informal round table discussion led by E. S. Purcell, *Democrat-News,* Fredericktown; Glover Branch, *News,* Lexington; Charles L. Woods, *Herald-Democrat,* Rolla; Dr. Charles Wood Fassett, *Medical Herald,* St. Joseph.

TUESDAY EVENING, MAY 10.

Address, The "News," Medill McCormick, Chicago *Tribune.*

WEDNESDAY MORNING, MAY 11.

8 o'clock—News-Gathering.
9 o'clock—Copy-Reading.
10 o'clock—Newspaper Administration.
11 o'clock—The Writing of Advertising—J. E. Craig, St. Louis.

WEDNESDAY AFTERNOON, MAY 11.

"The News as the Newspaper Woman Sees It."—Mrs. C. A. Bonfils (Winifred Black), Kansas City *Post.*

"The News as the City Reporter Sees It."—George Eads, St. Louis *Post-Dispatch.*

"News for the Country Newspaper"—Informal round table discussion by Ovid Bell, *Gazette,* Fulton; F. A. Vise, *Republican,* Doniphan; H. J. Simmons, *Courier,* Clarence; C. J. Vaughan, *Democrat,* Linn; Mrs. Lily Herald Frost, *Leader,* Vandalia; J. T. Kenower, *Bulletin,* Breckenridge; H. J. Wigginton, *Bulletin,* Linneus.

WEDNESDAY EVENING, MAY 11.

Address, "The Editorial Page,"—Victor Rosewater, managing editor of the Omaha *Bee.*

THURSDAY MORNING, MAY 12.

8 o'clock—News-Gathering.
9 o'clock—Copy-Reading.
10 o'clock—University Assembly.
11 o'clock—The Writing of Advertising—J. E. Craig, St. Louis.

THURSDAY AFTERNOON, MAY 12.

"The News as the City Editor Sees It."—Wm. V. Brumby, managing editor of the St. Louis *Star;* C. C. Calvert, city editor of the St. Joseph *News-Press.*

"The Editorial Page."—Informal round table discussion by W. O. L. Jewett, *Democrat,* Shelbina; William Southern, Jr., *Examiner,* Independence; Edmond McWilliams, *Democrat, Plattsburg;* John Beal, *Message,* Mexico; A. D. States, *Republican-Sentinel,* Lamar; Arthur Aull, *Democrat,* Lamar; W. T. Jenkins, *Landmark,* Platte City; T. V. Bodine, *Mercury,* Paris; Lee Shippy, *Jeffersonian,* Higginsville; Speed Mosby, *Dairyman,* Jefferson City; F. H. Tedford, *Times-Democrat,* Macon; T. B. White, *Enterprise,* Warsaw; John E. Swanger, State Bank Examiner, Jefferson City, formerly of the Milan *Republican;* Chris Pearson, *Chips,* Middletown; H. A. Gass, State Superintendent of Schools, *Missouri School Journal,* Jefferson City.

THURSDAY EVENING, MAY 12.

Address, "Essentials in Journalism."—Charles D. Morris, editor of the St. Joseph *Gazette.*

FRIDAY MORNING, MAY 13.

8 o'clock—News-Gathering.
9 o'clock—Copy-Reading.
10 o'clock—Newspaper Administration.
11 o'clock—The Writing of Advertising—J. E. Craig, St. Louis.

FRIDAY AFTERNOON, MAY 13.

"The News as the City Editor Sees It."—Pope Y. White, city editor of the St. Louis *Times.*

"Circulation"—Informal round table discussion by H. J. Blanton, *Appeal,* Paris; H. F. Stapel, *Mail,* Rockport; H. S. Sturgis, *Times,* Neosho; M. V. Thralls, *Herald* Urich; W. J. Hill, *Courier-Post,* Hannibal; E. B. Harkrider, *News,* Louisiana; Frank H. Sosey, *Spectator,* Palmyra; Mrs. James Watson, *Democrat,* Dearborn; John A. Hannay, *Leader,* Versailles; O. B. Davis, *Advance,* Ava; F. D. Jones, *Appeal,* Bevier.

FRIDAY EVENING, MAY 13.

"Address, "Journalism as a Profession,"—Lafayette Young, managing editor of the Des Moines *Capital.*

SATURDAY MORNING, MAY 14.

9 o'clock—"Office Equipment"—Informal round table discussion led by C. M. Harrison, *North Missourian,* Gallatin; John W. Jacks, *Standard,* Montgomery City; H. F. Childers, *Free-Press,* Troy; A. J. Martin, *Republican,* Unionville.

Among the firms which will exhibit through representatives machinery or supplies are:

Engraving and Illustration—Sanders Engraving Company, St. Louis.

Unitype, shown by Wood & Nathan, of New York.

Linotype, by Mergenthaler Linotype Company, New York.

The work of the Monotype, by the Lanston Monotype Machine Company, of Philadelphia.

Type and printing office supplies, by the American Typefounders Company, of St. Louis and Kansas City.

Printing inks, by the American Ink Company, of New York.

Engraving and illustrating, by the Barnes-Crosby Company, of St. Louis.

Engraving and illustrating, by the Stafford Engraving Company, of Indianapolis.

Letter press and lithographing inks, by the Ault & Wiborg Company, of St. Louis.

The work of the Miehle Printing Press, by the Miehle Printing Press and Manufacturing Company, of Chicago.

United Typothetae of America

The fourth annual convention of the United Typothetae of America will be held in Washington, D. C., May 17, 18 and 19, 1910, with headquarters at the Hotel Raleigh.

An interesting program has been prepared that will prove of value to all employing printers, and much important business will come up for consideration. The United Typothetae is a thoroughly organized and effective body of leading printers and has worked out much that has proved of great benefit to the craft.

A Young American Association of Journalism

CLOVERDALE, IND., April 23, 1910.

Mr. B. B. Herbert, Ed. National Printer Journalist, 4618 W. Ravenswood Park, Chicago, Ill.

DEAR SIR:—I take interest in your journal and the work of the National Editorial Association and State Associations, which are esential in keeping up a newspaper. I think there is one thing missing along this line.

As journalism in newspaper work calls young men of ability who are quick in mind and action, it is important that they begin their career early.

I am 16 years old and know several young men of my age who are educating themselves in journalism. They are not through High School, therefore do not wish to attend a school of journalism yet.

In order to push journalism far into the 20th century, it is necessary to give this rising generation a start.

I have in mind a proposition which will prosper both financially and educationally. That is to organize an Association of Journalism for young Americans. It would need a leader or leaders to finance it, and publish an official paper.

Several colleges have lately established courses in journalism; but an association would increase interest, and put the young people in closer connection than any other organization existing. I think there is no such organism, at present.

So far as the business part is concerned, it would surely be a paying proposition for the leaders.

Frank O. Evans

Journalism is, and will be one of the most advanced parts of civilization. To keep up-to-date, the old "war horses" must clear the way for faster ones.

Please consider this matter, Mr. Herbert, and if it is a good thought, probably it would be well to mention it in your *National Printer-Journalist.*

I have enclosed my picture so you will know me.

Yours respectfully.

FRANK O. EVANS.

[We think that the proposition of our young friend is highly commendable and shall be pleased to hear from other newspaper students and from the instructors in schools of journalism on this subject.—ED.]

Southern Illinois Editorial Association

The second annual outing of the Southern Illinois Editorial Association will be held at Chester, Friday and Saturday, May 20th and 21st. There is plenty of amusement and healthful recreation in store. Chester, with its mighty river, its state institution and beautiful environs, is an ideal place to take this outing. The business men of Chester and its hospitable people will leave nothing undone to make two days' stay among them one long to be happily remembered.

All the lines that enter Chester, the Cotton Belt, St. L. I. M. & S., and the Illinois Southern have assured Secretary Trovillion that they will be glad to favor editors who attend. The following live topics will be discussed:

"What I Know About Contests"—W. Ernest Reeves, Granite City.

"Foreign Advertising"—Hon. John M. Rapp, Fairfield.

"How to Secure a Paid-in-Advance Circulation"—Harry T. Dewhirst, Olney.

Address—"The Editor and the Statesman"—Hon. J. McDavis, (Supreme Court Clerk of Illinois) Springfield.

The building occupied by the Waukegan, Ill., *Gazette* has been enlarged to give the paper much needed room. The publishers are running a popular baby contest to boom circulation.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I DARE say that all who have given the subject any thought will agree with me when I assert that there are few callings, if any, to which so many are called and so few chosen as to the trade of printing. One has only to jostle cheek and jowl with the world at large awhile to satisfy himself of the truth of my assertion. How many men have I met, and how many more have you, dear reader, in life's various pathways, who freely confessed to having served their apprenticeship (?) of one to more years in a print-shop? It is merely an indisputable case of the survival of the fittest. Those most fit to wrestle with the problems of a printer stay by the trade, while the less fit naturally float up or down to their level, and get into other vocations. And I think that it is good that it is so. How else could the multitude of trials and tribulations that fall upon the shoulders of a country editor be borne? In many respects I know of no more trying lot than that of the maker of a newspaper in a small town. The joys and fascinations of the art may pay the bitter pangs that are also a part of the business; but that is surely possible only to the fittest. It is the proud universal opinion that the press of a country is the people's sole salvation—the eyes, as it were, through which the public may see the evils with which they are threatened and thus correct them. But how fares it with that brave country editor who, with a full realization of that high ideal, begins to reveal the evil works of one class in his home locality to the other class? He may be appalled to see part of his bread and butter—the bread and butter of his wife and children, thank you—disappearing simultaneously with his revelation; for, of course, so far as modern courts have yet decreed, boycotts are criminal and illegal only where a labor union is concerned as the boycotters. Any sane country editor knows this is sure to be the result of his taking a black-and-white stand on any of the vital issues, and this is just the reason why papers are frequently silent on matters that ought to be strongly condemned. It may not be because the editor of such a silent sheet is a coward—it may even not be that he fears starvation and failure for himself—but there's his wife and babies; there's the fellow, too, to whom he owes money, the men who have placed confidence in him and his abilities to "make good"—and that means, in this age, anyway, that a man must be a success financially first. After that he can "make good" morally or any other way he pleases, and the public will pat him lovingly on the back; but first of all he must "make good" financially. All this reminds me of an incident: I once heard a minister of the gospel severely criticise the local editor in a small town because the latter, while a pretty moral fellow, took neither side openly in the columns of his paper on the question of liquor selling which was agitating the community. The editor's defense was that a decent living was assured himself and family only by retaining the support of every available man in the community. He held that he could not financially afford to offend either faction, for in either case, it meant semi-starvation and possibly failure. He pointed out that his paper belonged to the public, and therefore it was unfair to part of the people to use its columns to air only one side of an issue; therefore, if he took the question up at all, he would feel obliged to give both sides a hearing, and in that event, nine chances to one, both sides would become angry, not only among themselves, but at the paper; so he thought they might better argue it out vis-a-vis on the street. I do not pretend to excuse nor condemn this editor. He perhaps used his best judgment in the matter, and my readers may use theirs in judging him. But I couldn't help wondering at the contrast between the minister who apparently did condemn him and the editor whom he condemned. I wondered if this minister would have been any more partisan than the editor if positions had been reversed. The minister came to the little town knowing that he had to please but one class—the church class—in order to hold his job. He came at a guaranteed salary of so many hundred dollars per annum. His parsonage was furnished free; his living was partially assured by donations from parishioners; there was practically nothing to prevent him from attacking those things of which his employers disapproved—nothing to stand in his way, and no risk to run. The case was entirely different with the editor of the local paper; I personally know that he had to hustle for everything he got. It was a small town and there wasn't a great deal to get, either. And, somehow, I can't help wondering even now, how many sermons that same minister would have preached against the saloon element in that little town, if he had had to depend upon that same element for a part of his annual income; I can't help wondering how many heated vituperations he would have hurled at the saloon element in that little town if he hadn't known full well in advance that his salary was assured him by the anti-saloon element for doing that very kind of excellent work. Forsooth,

we are all by nature a selfish lot, and it is far easier for any of us to criticise than to act. We expect the minister to direct reformation of public evils by word of mouth from his pulpit, and we insure the work by guaranteeing him so much a year for doing it; quite as much we expect the editor to accomplish a similar reformation through the columns of his paper, but we leave him to take his chances about getting a living in the meantime. Many times that is a very slim chance, too. I am glad to testify, however, that whenever the community or national welfare is threatened, there are always plenty of us editors who are willing to take our chances.

An editorial in the *Chicago Commercial Union* of March 31st has pleased me, and is so pertinent to the subject matter of this department generally, that I feel moved to quote it with comment here. The editorial is entitled:

PUBLISHERS DUPED AGAIN.

How long, oh ye publishers, will you continue to be duped by the bogus offer of "something for nothing?"

If one of the influential merchants of your town should come to you with a request that you print an article regarding a new line of goods which he had just received you would promptly quote him advertising rates for the space he expected to occupy. Why will you not do the same thing with the smooth genius who comes to you with the offer of a few columns of "free plates?" Will you never realize that the man who is so anxious to give you something has a selfish purpose in view?

Several hundred publishers have recently been inveigled into accepting plates boosting a wireless telephone scheme, back of which will undoubtedly be found a deep-laid plan for selling stock in a corporation that can promise millions in return.

Are you so anxious to boost the game of the promoters that you will give to them the only thing you have to sell—your advertising space?

Can you afford to play the fairy godather to every schemer who bobs up with a get-rich-quick proposition?

These are the things you do when you accept the offers of plates "free of charge and expressage prepaid" that are being made to you constantly.

Just remember this, Mr. Publisher, that the world has not yet developed the philanthropist who wants to aid in making you rich, and every time you receive an offer of plates "free of charge and expressage prepaid" somebody has a scheme to boost, and wants to boost it at your expense.

Turn down these offers of "free plates" and quote the promoters, as you would your own merchants, advertising rates for the space they want.

I dare say the foregoing editorial allusion to the "free plate" proposition will strike a tender chord of interest among publishers generally, since that is so frequently the dodge of ambitious political cliques who prey upon the people's free purse for the very purpose frequently to blind the people on vital issues, mislead them and befog their minds, and especially since the latest proposal of that kind is scarcely cold as these lines are being written. The same offer came to me, together with stamped, self-addressed postal for reply and a sample plate. The plate went into the hell-box and the card and letter into the wastebasket, where I hope many another similar outfit in other offices found an eternal resting-place. Likewise the "wireless' 'news (?) item" was recently received. In the latter instance I concluded that the big billion dollar corporation of whose organization I had just read about in the current newspapers and magazines, was fully able to pay a fair rate for all such valuable publicity. It may be true, as this big "wireless" trust suggested, that this "news item" was live reading matter and of general interest to average readers but so is a large majority of the paid advertising matter which appears in current periodicals. As the *Commercial Union* editor suggests, it is high time that we newspaper-makers awaken to our real position of importance and cease to tolerate such preposterous impositions.

I do not presume that this copy of the *Commercial Union* has been submitted to me for criticism, but I find it so interesting that I cannot forego further comment. In this same issue I note a mention of a novel meeting to be held in Columbus, Ohio, in May, of the readers of the *Merchants Trade Journal* of Des Moines, Iowa, at which my old-time friend and fellow workman in the Chicago shops is scheduled for the conduct of a school in advertising, which causes a wave of congratulatory feeling to to go out from my heart to him. Having known and loved this good little printer and advertising expert, intimately and truly in the halcyon days of our youth, I naturally feel a joy and interest in his present success.

Following is a fairy tale which is being run in the Horton, Kansas, *Headlight,* from time to time, merely as an eye-opener for delinqueint subscribers, I take it. I am impressed that it is not a bad idea, and with the belief that other publishers might quote the old story with profit in their columns, I reprint it here:

THE FARMER FOUND OUT.

Once a farmer had 1,800 bushels of wheat, which he sold not to a grain merchant, but 1,800 different dealers a bushel each. A few of them paid cash but far the greater number said as it was not convenient then they would pay later. A few months passed and the man's bank account ran low. "How is this," he said. "My 1,800 bushels of grain should have kept me in affluence until another crop is raised, but I have parted with the grain and instead have a vast number of accounts so small and scattered that I cannot get around and collect fast enough to pay expenses." So he posted up a public notice and asked all those who owed him to pay quickly. But few came. The rest said, "Mine is only a small matter and I will pay some other day." forgetting that though each account was very small when all was put together they meant a large sum to one man. Things went on thus. The man got to feeling so bad that he fell out of bed and awoke, running to his granary found his 1,800 bushels of wheat still there. He had only been dreaming. Moral —The next day the man went to the publisher of his paper and said: "Here sir, is the pay for your paper, and when next year's subscription is due you can depend on me to pay it promptly. I stood in the position of editor last night, and I know how he feels to have one's honestly earned money scattered all over the country in small amounts."

I do not know as it is possible for me to say anything that might help Brother Harry E. Shrope (with the Washington, N. J., *Star*) in his work of setting the ads on the publication just mentioned, nor that might tend to improve his work, since that is now of a very high character. He seems to be one of those few compositors who fully appreciate the value of adequate white space and understand how to properly group display lines, naturally and pleasingly, and likewise the body masses. In Exhibit 1 and 2 I am reproducing two of this compositor's efforts, both of which well illustrate that which I have been impelled to remark. If the lower portion of the second example had been boxed, with all rules that divide the columns joining the bordering rules, the effect would have been more finished.

In Exhibit 3 we have one of those remarkable "man to man" ads from the pen of that genius newspaper-maker, Arthur Capper of Topeka, Kansas. Few who read this ad will agree with its modest author's statement with which the initial paragraph begins.

Wedding Text

Especially designed for high-grade society and commercial printing

48 Point 4 A $3 75 10 a $3 75 $7 50

Distinctive Printing

42 Point 4 A $2 95 11 a $3 30 $6 25

Brighter Departments

36 Point 4 A $2 35 13 a $2 65 $5 00

Opportunity Inaugurated

30 Point 5 A $2 05 15 a $2 20 $4 25

Sacrificed Northern Holdings

24 Point No. 1 6 A $1 70 18 a $1 90 $3 60

Stereopticon Machines Introduced

24 Point No. 2 7 A $1 70 19 a $1 80 $3 50

Many Ambitious Scientific Professors

18 Point No. 1 9 A $1 40 30 a $1 85 $3 25

Discussions Concerning Financial Donations

18 Point No. 2 10 A $1 50 30 a $1 75 $3 25

Tremendous Discoveries Concerning Typography

14 Point 13 A $1 35 40 a $1 65 $3 00

Historical Chronicles of American and European Trade

12 Point 12 A $1 15 45 a $1 60 $2 75

Numerous Popular Societies Prevail Throughout America
Mathematical Expert Thoroughly Convinced $1234567890

10 Point 15 A $1 10 50 a $1 40 $2 50

Explorer Returning with Ingeniously Constructed Fictitious Tales
Adventurous Exploits Enacted During Recent North Pole Voyages

8 Point 16 A $1 00 54 a $1 25 $2 25

Samuel Henderson Mutual Benefit Association Meets Every Wednesday Evening
Interesting Topics Liberally Discussed and Better Conditions Generally Expected

6 Point 18 A $0 90 60 a $1 10 $2 00

Nowhere on this Continent is There to be Found Such a Placid Combination of Rivers and Turbulent Cataracts, Set Thick with Green Islands and Wooded Hills, of Rocky Gorges and $1234567890

Wedding Text

Sold in Weight Fonts at our reduced Body Type prices and discounts

Originated and Cast by

American Type Founders Company

Greeting

We beg to announce that we have disposed of our interest in the printing and engraving establishment which has been conducted under our name for the past twenty years at Third and Walnut Streets to

The W. B. Mateson Company

and ask that you extend to the new company the same generous consideration and favors that it has been our extreme pleasure to receive from you during the many years of our pleasant business relationship

Mr. Charles J. Barton will continue with The W. B. Mateson Co. in the same capacity as with the former firm

John Barton & Company
Third and Walnut Streets

Annual Ball
of the
Rexel Social Club

Order of Dance

Waltz
Schottische
Two Step
Lanciers
Waltz
Grand March
Waltz
Schottische
Lanciers
Barn Dance
Two Step
Waltz
Lanciers
Waltz

Intermission

n K. Henderson

1324 Lindwood Avenue

New York City

Wedding Text

A refined text letter suitable for correct Commercial and Society Printing in general Made and cast in thirteen popular sizes and Sold in Weight Fonts at our Body Type Prices and Discounts

American
Type Founders Co.

You are respectfully invited to attend an Informal Reception to be given by the

Arlington State Cadets

At the new Regimental Quarters on Elm Street
Tuesday Evening, October Seventeen
Nineteen Hundred and Nine

Present this card at the door

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am mailing you, under separate cover, two copies of the *Belfield Times*, and being a reader of the *N. J. P.*, would be pleased to have your criticism on the one of latter date. The former was printed before I took charge of the paper. In your opinion is the latter paper any better than the former? And what do you think of the page ad in same? Remember I have a very limited supply of types, rules, etc., to select from.

I have always been interested in the Newspaper Criticisms in the *National Printer-Journal* and think they have helped me considerably.

Respectfully,
L. D. DACE, Publisher Times.

Yes; there is quite a noticeable improvement in the Belfield *Times* between the two issues with which the above subscribed contributor has favored me. This improvement is principally, possibly wholly, in point of contents. There is probably a slight improvement in the way of mechanical make-up, too; but this can be greatly bettered by following out the suggestions of this department as so frequently outlined in detail here. Edior Dace has apparenly made quite an enviable reputation for himself in his home locality as a town booster, and I know of no nobler aim for the country editor. He maintains a pretty creditable editorial column and a "booster column" besides. There is some pretty fair thought in both, but the language, and especially the spelling, in the former is lacking in polish and finish. Bad spelling is the fault of the times. It is possibly excusable in all but one of the literary profession. Our public schools seem to think so, anyway; but there's hardly anything that looks worse than a badly misspelled letter or editorial. "Prosparity," "useing," "prise-fighting," "seperate," "greator," "oppertunity," and "privelage," are a few of the misspelled words noticed in the editorial columns of this issue of the *Times*. Doubtless many of them are errors of the compositor, and, therefore, to be rightly laid at the door of the proof-reader; but no one better than I appreciates the trying circumstances that frequently attend proofreading on country newspapers; they are usually such as tend to defeat any effort to "get" all the blunders. I am going to reproduce Brother Dace's full-page ad specimen to which he has referred in the foregoing letter, (Exhibit 4) not because I consider its reproduction here especially profitable, but merely that having it before us may render what I may say more intelligible. The feature of having framed the specimen in deep margins of white is commendable, and in the main the treatment throughout has been done with intelligence and care, in spite of handicap. The chief defect with this specimen is that it has been given too much display and too many underscores, thus lending a ragged effect. Let us suppose the underscores, or rules, were all removed; the first two lines allowed to remain as they are, except being closed up within a pica or eighteen points of each other, with similar treatment only to the signature. Suppose then that a rule panel be run around the space intervening between the head and tail, and the body matter set within this with a deep margin of white to correspond with that outside. This treatment would admit of setting the body in eighteen or twenty-four point, in a neat, square block, or otherwise, if preferred, and therefore would not so greatly tax the type equipment. The effect of such a design as suggested would be far more forceful and pleasing, too.

O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—I am sending you some copies of the *University Missourian*, the daily afternoon newspaper issued by the students of the School of Journalism of the University of Missouri. The entire work, with the exception of that of the foreman, is done by the sutdents of the School . They gather and write the news, write the editorials, the advertising, operate the linotype, do the hand composition, the press work,—in short, the entire work of the plant. Through their own incorporated board they issue the newspaper and are responsible for its finances. The School has enrolled this year eigthy students.

Very sincerely,
WALTER WILLIAMS.

So much has been said commendatory, both in this department and elsewhere in this journal, in the recent past, relative to the School of Journalism of the University of Missouri and its paper, the *University Missourian*, that one might think there was little left to say; but fortunately the several things mentioned combine to make an inexhaustible subject, and one which I never tire of renewing. On this occasion I intend to confine myself principally to the technical side of the question. From Dean Williams' letter, it will be understood that the students are responsible for his sheet, technically, and therefore, all that I may here say will reflect to their credit or discredit, as the case may be. First, taking the reportorial and editorial work into consideration, it is not flattery to state that it is up to the standard of many of the best modern dailies. The English is clean and clear and proof-reading much more perfectly done than is a fact in practical life. The typography and mechanical makeup of the *Missourian* are wholly neat and carefully executed, indicating that the instruction is practical and thorough. The idea of uniformity of typefaces in the headings and for displayed advertising spaces is an excellent one, thus enabling the student-workers to achieve better results than would be possible otherwise. I am pleased to observe that the foreman is apparently encouraging only simplified styles of composition in the ad-work, with the inevitable result that the ads are neat and serviceable, if not remarkable. Exhibit 5 illustrates this point. One error mechanically, I detect, which is the omission of advertising rules between the ad spaces. It is hardly enough, in my estimation, that the ads are bordered; in this day of frequent panels, one ad is easily confused and connected with another following unless cut off from its neighbors by an appropriate cut-off rule. In direct support of this recommendation, the Missourian students and their directors will note that the greatest typographical authorities, such as those who indicate the typography for our great magazines, insist upon this feature I have just suggested, for even such magazines as use no column rules and few dashes in their regular reading columns yet use both for separating their advertising spaces.

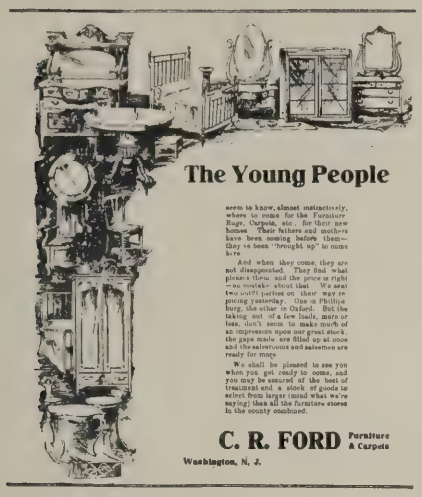
O. Byron Copper, De Soto, Wis.

DEAR SIR:—The writer has followed your newspaper criticisms in the *National Printer-Journalist* for a number of years and enjoys reading it. A year or so ago we sent you a copy or two of THE HEADLIGHT for inspection. As we have since installed a Model 5 linotype and otherwise got on a litle higher perch on the ladder, we are again sending you a copy of *The Headlight* for your criticism, the last two issues being enclosed.

Personally, we make a big effort here to get up a first class well printed, well edited country weekly. We believe it compares favorably with other weeklies. We want some expert opinion in the matter, and for that reason pass it up to you.

Yours very truly,
CHAS. H. BROWNE

I can heartily assure Brother Chas. H. Browne that his Horton, Kansas, *Headlight*, is all that he is apt to suspicion it is. It is truly a great modern weekly. With contents superlative, liberal patronage, good typography


The Young People
seem to know, almost instinctively, where to come for the Furniture Rugs, Carpets, etc., for their new homes. Their fathers and mothers have been coming before them—they've been "brought up" to come here.
And when they come, they are not disappointed. They find what pleases them, and the price is right—no mistake about that. We sent two outfit parties on their way repricing yesterday. One to Phillipsburg, the other to Oxford. But the taking out of a few loads more or less, don't seem to make much of an impression upon our great stock; the gaps made are filled up at once and the salesmen and salesmen are ready for more.
We shall be pleased to see you when you get ready to come, and you may be assured of the best of treatment and a stock of goods to select from larger (mind what we're saying) than all the furniture stores in the county combined.
C. R. FORD Furniture & Carpets
Washington, N. J.

No. 1

Make Your Feet Glad
Every Pair Guaranteed as Represented
J. C. Wheatley Clothing Co.
MONEY BACK IF YOU WANT IT
Second Door West of the First National Bank
NORTON, KANSAS

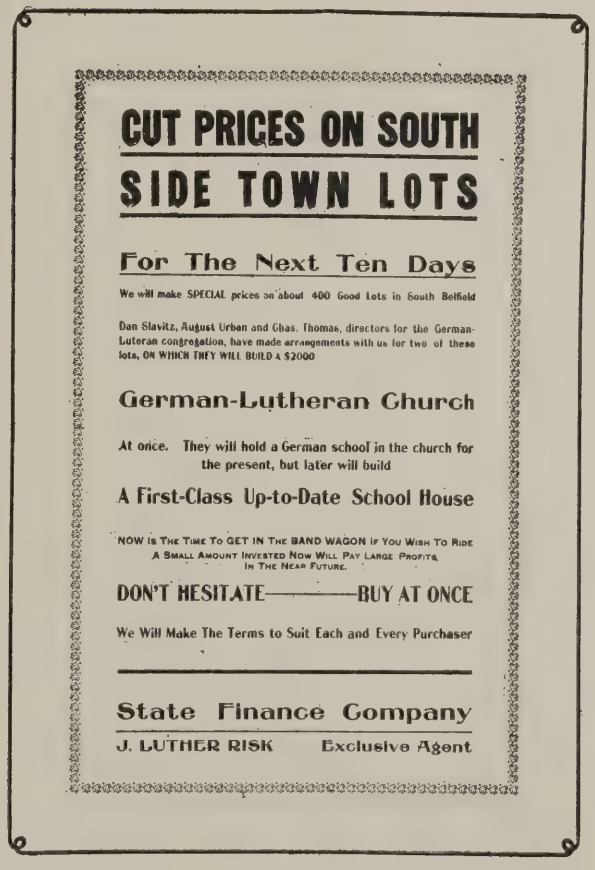
No. 6

Get Ready For The
HOLIDAYS!
Decide What Gifts You Will Make.
An examination of our splendid and expensive stock will help you make your decisions.
SOME GIFTS ON WHICH WE CANNOT BE EXCELLED.
Spoons, Pillow Covers, Calendars, Pennants, Wall Decorations, Holiday Stationery, Fountain Pens, Xmas Cards and Fine Candies, Watch Fobs.
Genuine Photogravure Post Cards at ..... 1c Each.
There are two hundred different views, such as you pay 5c for elsewhere. The best picture cards for your own designing. We challenge any one to equal this price.
The Big Missouri Store
Best Stocked Xmas Store in Columbia.

No. 5

Sensible Shopping
THE MODERN WAY is to get away from the extravagance which characterized Christmas giving a few years ago. This shows an increased application of common sense. By the law of averages everyone in effect buys his own presents. Therefore it is important that everyone exercise the same business economy that he would in expending the same amount of money for articles for his personal use. The moral here is plain as the nose on your face: The only method which can be practiced with safety in overcoming the perplexities of holiday shopping is to buy those articles which have practical use every day in the year—FOOTWEAR for example.
We have an exceptionally strong and attractive line of Footwear combining all features, from which can be selected something appropriate for and acceptable to every member of the family. We specially recommend our
CHRISTMAS SLIPPERS
A MERRY CHRISTMAS
IS OUR WISH FOR EVERYBODY
Frederick Gamash
Newport, New Hampshire

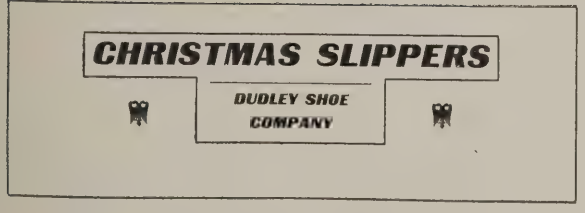
Nc. 8


CUT PRICES ON SOUTH SIDE TOWN LOTS
For The Next Ten Days
We will make SPECIAL prices on about 400 Good Lots in South Belfield
Dan Slavitz, August Urban and Chas. Thomas, directors for the German-Luteran congregation, have made arrangements with us for two of these lots, ON WHICH THEY WILL BUILD A $2000
German-Lutheran Church
At once. They will hold a German school in the church for the present, but later will build
A First-Class Up-to-Date School House
NOW IS THE TIME TO GET IN THE BAND WAGON IF YOU WISH TO RIDE
A SMALL AMOUNT INVESTED NOW WILL PAY LARGE PROFITS IN THE NEAR FUTURE.
DON'T HESITATE——BUY AT ONCE
We Will Make The Terms to Suit Each and Every Purchaser
State Finance Company
J. LUTHER RISK Exclusive Agent

No. 4

Elite Shoes for Men
The People's Shoe Store
W. W. MURPHY, Prop'r. NEWPORT, N. H.
Patrician Shoes for Women
Extraordinary Values in Footwear for Christmas Shoppers
Boots
Slippers
Felts
Arctics
Rubbers
Leggins
Shoe Trees
In selecting gifts for Christmas do not overlook the fact that footwear of any description stabs one of the most useful and practical presents any one could receive.
Here is the place to buy your footwear at the right price.
From our new stock just received you will surely find something you want, either for yourself or a friend.
ROLO-VOLO
The most wonderful toy of the age, climbs the string and travels up and down indefinitely. Nothing could be more attractive or pleasing to the children.
A Rolo Volo toy will be given away free with every purchase made at our store on Saturday and Monday, December 18 and 20.
Do not fail to procure one of these toys for the children. Shop early as the supply is limited.

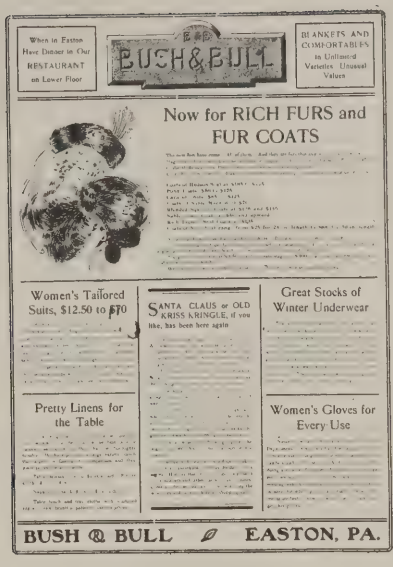
No. 9



No. 11

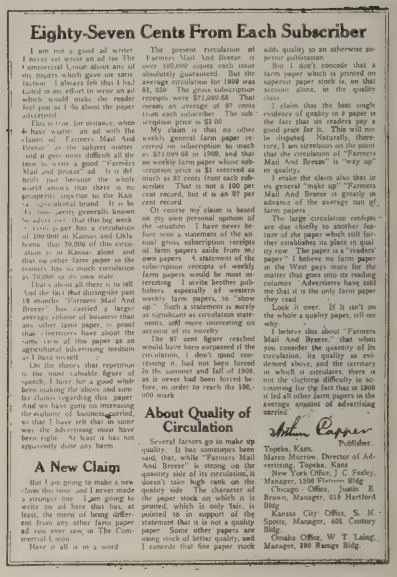
DO YOUR CHRISTMAS SHOPPING AT LOVELL'S
IT WILL PAY YOU TO BUY MOST OF YOUR CHRISTMAS GIFTS HERE—IN COMFORT, IN SAVING OF STRENGTH AND NERVES, IN ASSURANCE OF QUALITY AND VALUE.
Leather Goods
Lovell's
The Leading Drug Store
Christmas Box Stationery
Moore's makes A Merry Christmas
$2.50 to $5.00
EVERYTHING IS NEW AND FRESH. MANY THINGS HERE ARE HERE ONLY. AT NEWPORT'S BEST CHRISTMAS STORE. BRIM FULL OF PRACTICAL GIFTS FOR EVERYONE
Lovell's
The Best Christmas Store
What can be a more desirable Christmas gift than a box of
Quality Chocolates
You are welcome to inspect our exclusive line of
Art Calendars
WE MEET EVERY DEMAND FOR THE PARTICLAR CHRISTMAS SHOPPER

No. 12



No. 2

No. 10



Eighty-Seven Cents From Each Subscriber

I am not a good ad writer I never see wrote an ad like The Commercial Union about any of my papers which gave me satisfaction I always felt that I had failed in my effort to write an ad which would make the reader feel just as I do about the paper advertised

This is true, for instance, when I have written an ad with the claims of Farmers Mail And Breeze" as the subject matter and it gets more difficult all the time to write a good "Farmers Mail and Breeze" ad It is the truth just because the whole world knows that there is no prosperity anywhere in the Kansas agricultural brand It is the most pretty generally known no advertiser that this big weekly farm paper has a circulation of 180 000 in Kansas and Oklahoma that 70,000 of this circulation is in Kansas alone and that no other farm paper in the country has so much circulation as 70,000 in its own state

That is about all there is to tell And the fact that during the past 12 months "Farmers Mail And Breeze" has carried a larger average volume of business than any other farm paper is proof that advertisers have about the same view of this paper as an agricultural advertising medium as I have myself

On the theory that repetition is the most valuable figure of speech, I have for a good while been making the above and similar claims regarding this paper And we have gone on increasing the volume of business carried so that I have left that in some way the advertising must have been right At least it has not apparently done any harm

A New Claim

But I am going to make a new claim this time and I never made a stronger one I am going to write an ad here that has, at least, the merit of being different from any other farm paper ad you ever saw in The Commercial Union

Here it all is in a word

The present circulation of Farmers Mail And Breeze is over 100,000 copies each issue absolutely guaranteed But the average circulation for 1909 was 81,250 The gross subscription receipts were $71,099 68 This means an average of 87 cents from each subscriber The subscription price is $1 00 cent record

My claim is that no other weekly general farm paper received on subscription so much as $71,099 68 in 1909, and that no weekly farm paper whose subscription price is $1 received as much as 87 cents from each subscriber That is not a 100 per cent record, but it is an 87 per

Of course my claim is based on my own personal opinion of the situation I have never before seen a statement of the annual gross subscription receipts of farm papers aside from my own papers A statement of the subscription receipts of weekly farm papers would be most interesting I invite brother publishers especially of western weekly farm papers, to "show up" Such a statement is nearly as significant as circulation statements, and more interesting on account of its novelty

The 87 cent figure reached would have been surpassed if the circulation, I don't mind confessing it, had not been forced in the summer and fall of 1909, as it never had been forced before, in order to reach the 100,000 mark

About Quality of Circulation

Several factors go to make up quality It has sometimes been said, that, while "Farmers Mail And Breeze" is strong on the quantity side of its circulation, it doesn't take high rank on the quality side The character of the paper stock on which it is printed, which is only fair, is pointed to in support of the statement that it is not a quality paper Some other papers are using stock of better quality, and I concede that fine paper stock adds quality to an otherwise superior publication

But I don't concede that a farm paper which is printed on superior paper stock is, on that account alone, in the quality class

I claim that the best single evidence of quality in a paper is the fact that its readers pay a good price for it This will not be disputed Naturally, therefore, I am strenuous on the point that the circulation of "Farmers Mail And Breeze" is "way up" in quality

I make the claim also that in its general "make up" "Farmers Mail And Breeze is greatly in advance of the average run of farm papers

The large circulation receipts are due chiefly to another feature of the paper which still further establishes its place in quality row The paper is a "readers paper" I believe no farm paper in the West pays more for the matter that goes into its reading columns Advertisers have told me that it is the only farm paper they read

Look it over If it isn't on the whole a quality paper, tell me why

I believe this about "Farmers Mail And Breeze," that when you consider the quantity of its circulation, its quality as evidenced above, and the territory in which it circulates, there is not the slightest difficulty in accounting for the fact that in 1909 it led all other farm papers in the average amount of advertising carried

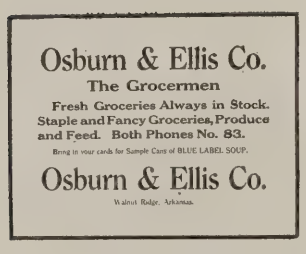
Arthur Capper
Publisher.

Topeka, Kans.
Marco Morrow Director of Advertising, Topeka, Kans
New York Office, J C Feeley, Manager, 1306 Flatiron Bldg
Chicago Office, Justin E Brown, Manager, 616 Hartford Bldg
Kansas City Office, S N Sposit, Manager, 404 Century Bldg
Omaha Office, W T Laing, Manager, 310 Range Bldg

No. 3

HUDSON STAR-OBSERVER
VOL. 15 NO. 31
HUDSON WISCONSIN DECEMBER 16 1909
ADVANCE TERMS—$1.50
MARRIAGE LICENSE LEFT
HUDSON NABS PRESCOTT IN FAST BASKETBALL GAME
HUDSON "PHONE HISTORY
SCHOOL TAXES ARE FIXED
THE MYSTERIOUS TRAIL
TWO NOTABLE CHURCH SERVICES ON LAST SUNDAY

No. 7


Osburn & Ellis Co.
The Grocermen
Fresh Groceries Always in Stock.
Staple and Fancy Groceries, Produce
and Feed. Both Phones No. 83.
Bring in your cards for Sample Cans of BLUE LABEL SOUP.
Osburn & Ellis Co.
Walnut Ridge, Arkansas.

No. 13

HOLIDAY GOODS
Appropriate For Christmas Gifts.
BEST GOODS AT LOWEST PRICES
Merry
Christmas
Don't wait for the Rush Time. Try
to come in in the mornings and on days
that are not Farmer Days, as we can
give you better attention and show you
many more things. You are sure to
save 25 cents on the dollar.
A SPECIAL PRESENT
will be given to you with your Christmas order from our store.
We will cut One-Fourth of the price on
Dry Goods and on Jewelry which you
buy of us between now and Christmas.
RED LAKE FALLS
SUPPLY HOUSE

No. 14

Christmas Suggestions
The choosing of any number of Gifts will be easy if
you look over the big Holiday Stock at our store.
SILVERWARE
FINE CUTLERY.
Hunt Hardware Co.
ESTABLISHED 1870
"THE OLD RELIABLE"

No. 15

No. 16

and, a deligthfully perfect impression, how could the *Headlight* be pronounced anything other than first-class? In point of contents one could hardly expect more in a weekly newspaper. There is an abundance of local and personal mention, headed news stories, special correspondence, etc., besides attractive special features in each issue. The editorial work on all of this is of an eminent character and most careful proof-reading is in evidence. But after everything else has been pointed and praised, there remains the *Headlight's* press work—its crowning glory—which measures up to the highest standard of perfection. Of course, the linotype operator gives the pressman an excellent slug to work on, and, as a result, every line comes up clean and clear. The advertisement composition is not on par with the press work, I am sorry to say. It shows some marks of slight and hurry, but yet, with a fine sense of the value of white spaces and a clear idea of proper display, the results generally are neat and attractive. For instance, exhibit 6 is one of the best specimens. In closing, I want to say that in the opinion of this department, there is but one feature—a very important feature, too,—in which the Horton *Headlight* may be said to rank low, and that, my dear Editor Browne, is in mechanical makeup. It is almost criminal that such a spacious sheet should think it expedient or necessary to descrate its fine front page by placing displayed advertising matter thereon. What a grand, handsome sheet the *Headlight* now is, in spite of this defect—but how much more charming and magnificent it would be if the plan of makeup were adopted as I have so often outlined as proper: Clean front page; all ads to the right hand side; ad-spaces "graduated" with largest spaces at bottom, topped out with the smallest ones. Try it Brother Browne, and listen to me holler hallelujah in our next!

DEAR MR. COPPER:—We are sending you three recent issues of our paper. The Hudson *Star-Observer*, for such criticism as you may see fit to favor us with. We would like to get in line on our work, and know of no other way to get it so straight from the shoulder. We have no apology or excuse to offer, not even the rush of the holiday season.

Yours truly,
HUDSON STAR-OBSERVER PUB. CO.,
V. S. PEASE, Ed.

For months I wondered what had become of him. I noticed his scintillant stories and editorials had disappeared from the columns of the Boscobel, Wisconsin, *Daily-Enterprise*, and I wondered whither Fate had called him. Then in the busy workaday life I would temporarily forget about him only to find him again fitting across that strange faculty of mind called memory, I refer, of course, to my friend, Verne S. Pease. And here for months past in my desk lay these papers and this letter which were intended to relieve all my wonderings. Perhaps this friend has flitted to other parts, I know not; so I must keep on remembering and wondering. The paper on which he was working as editor and manager these months past is the Hudson, Wisconsin, *Star-Observer*, which I am compelled to say is a dandy. Clean front page, all home print, sane mechanical makeup—yes, more than sane—artistic is the better word—excellent and abundant contents, first class editorial work—need I offer further proof to make the reader believe that what I first said is true? If so, I can surely do it: Look at the accompanying reproduction (exhibit 7). This is one of the exquisite first pages of the Hudson *Star-Observer*. Note the art in it, as evidenced in the tasty makeup, the well balanced head-masses and the neat typography. Some weeks the make-up of this page is varied, a large four-column half-tone run at the top of the central columns; and again a boxed "lead" head appears there; but in none of these instances is an effect secured that so pleases me as that in the page reproduced. The ad-work on the *Star-Observer* is a little too fussy to be really admirable, but the press work is beyond reproach. The contents could hardly be improved. There are few men with whom I have had the pleasure of coming in contact who possess so remarkable a talent for making copy out of local features as Editor Verne S. Pease. It seems to me he can take any old local subject and clothe it with interest, put good head over it, brush it up, with a flourish of English or two, and have a really readable story. I was going to say that this was his forte; but he is also a very clever editorial writer. He must be a great reader, and has the advantage of retaining a memory of much that he reads. He studies state politics and writes of them and hundreds of other knotty topics with the ease and confidence that we less gifted editors write up our short locals. He has wit, too, and seems never at a loss for just the right word at the right time—in his writings. I freely admit that in this review I have had more to say of the man than his present work— the *Star Observer*, but inasmuch as there is little or nothing in the latter that I do not approve of, and much in both the man and his work that I do, I have allowed myself to commit to this paper just the thoughts that crowded for utterance.

From Foreman Edwin F. Jones, of the Newport, N. H., *Republican Champion*, comes the following request:

DEAR SIR:—I am sending you under separate cover a copy of the *Champion* for criticism of ads. Also will you please explain why your paper is $2.00 a year and 15c single copy?

Beginning on the end of this brother's letter and working backward, as it were, I must say that I was surprised to learn that the *National Printer-Journalist* sold for 15c the single copy. I had always supposed the price was 20c. Having verified the fact by reference to the Western News Company's price list, I am at a loss what to say, and will leave it for the publishers' to explain. It must appear that the publishers prefer to sell their publication over the news counters rather than by direct subscription, inasmuch as the annual cost to a subscriber buying his *National Printer-Journalist* over the news dealer's counter is but $1.80, whereas if he deals direct with the publisher he must needs dig up $2.00. Surely this is a matter that has escaped the serious thought of Messrs. Herbert. Turning to the ads in the *Republican Champion*, I am pleased to find some high grade work in many of them. The five best specimens may be seen as exhibits 8 to 12 inclusive. The first of these was a full page example, anent which I have only to say that the first and main display line was just a trifle weak in connection with the heavy faces predominant in the balance of the ad. (I have just now discovered that I cannot reproduce the full page specimen, inasmuch as a better specimen appears on the reverse side of the page, and therefore, we will consider exhibit 8 omitted.) The *People's Store* specimen is very neatly designed and treated with discretion throughout. There is a nice treatment in evi-

dence in detail and the type-faces used are peerless advertising letters. Typographically, the *Dudley Shoe Company* specimen is a very attractive thing and most assuredly had a certain good effect as an advertisement, although its brevity precludes any great force of argument. The Lovell ad looks to me like a pretty clever handling of a pretty difficult proposition. The good press work on the *Champion,* as is always the case, helps, the appearance of the advertisements, too. (I have substituted a pretty speicmen from this paper as exhibit 8.)

[This fifteen cents a copy business was a mistake, a wild experiment to get sample copies in the hands of those who were too negligent to write, but might buy at a discount. It was a temporary experiment under a contract. It is all over. The paper is 20 cents a copy and $2.00 a year.—Ed.]

Mr. O. Bryon Cooper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending you the two first issues of the*Times Dispatch,* D. A. Lindsey, Editor. I would like to have your criticism on the ads. I have been working at the trade only about two years and am but sixteen years old. I get the *N. P. J.* at the news stand and like it best of all. Mr. Lindsey has opposition in the *Blade* but I think he will do the best business anyhow.

Yours truly,

F. O. Grimes.

The *Times-Dispatch,* Walnut Ridge, Arkansas, is a fine, bright, enterprising paper, with an abundance of news and politics leavened into its pages—but I came near forgetting, it was not of the paper, but of the ads, that my young contributor requested me to write. I want to begin by stating that for a lad but sixteen years old and two years' experience, Master Grimes is doing pretty creditable ad work, if indeed, he's the guilty party. He is sensible for sticking tenaciously to simple schemes, and therefore his efforts are commendably plain and neat. In some instances he produces results that no one would guess were the handiwork of such a youthful novice, for instance, exhibit 13. Had the address line been given a little greater prominence in this specimen the effect would have been better.

O. Byron Copper.

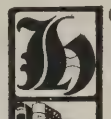
Dear Sir:—Under separate wrapper Friday, I mailed you a copy of this week's paper. Please criticise the ads of the Red Lake Falls Supply House, Hunt Hardware Co. and Garcean & Rubertus, and I'll be very thankful.. I appreciated your comment on some of my work in the December *N. P. J.* and have tried to follow your ideas as much as possible. Thanking you again for your appreciated criticisms, I beg to remain,

Yours very truly,

Homer F. Mussey.

I might very appropriately explain that the above letter comes from the competent ad-man and foreman (I'm merely guessing at the last, for Brother Mussey is not that kind that parades his position by signing his name with the title affixed) of the Red Lake Falls, Minn., *Gazette,* of whose work I have had ample compliments to file on previous occasions in this department. These advertisements to which he calls my attention this month, ought to prove a source of inspiration to every compositor who will study them and especially instructive to such young compositors as Brother Grimes of Walnut Ridge, Arkansas, mention of whose work appears in the paragraph above, since they so well demonstrate the possibility of getting away from the monotonous and hackneyed and still maintaining dignity and simplicity. I have no serious fault to find with any of these Mussey specimens. They will bear close scrutiny.

Abolishing Government Competition With Printers



Hon. H. A. CASTLE of St. Paul, whose long experience as a printer and publisher, followed by several years as Postmsater at St. Paul and then with eight years as auditor of the U. S. General Postoffice Department, has signally fitted him for the position of counsel for "The National Joint Committee," on which Past-President A. Nevin Pomeroy represents the National Editorial Association. He has been doing very effective work in Washington in the effort to have the Government cease printing envelopes in an unfair competition with the printers of the country. Mr. Castle has favored the National Printer-Journalist with copies of the bill that has been presented and an advance copy of the "Brief" supporting the same, in which are given all the facts and arguments for the consideration of the Postal Committees and members of Congress. The bill is H. R. 23,098, 61st Congress, 2nd Session, entitled, "A Bill Prohibiting the Printing of Certain Matter on Stamped Envelopes and the Sale Thereof." This is the Bill the passage of which is desired, as the item in the Postoffice appropriation bill only holds for one year. This bill was referred to the Committee on the Postoffice and Post-Roads, March 16, 1910, and ordered printed. The Bill is as follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress Assembled, That from and after June 30, 1911, it shall be unlawful for the Postoffice Department, or any officer, head of bureau, or chief of division thereof, to print or have printed, or sell or offer to sell any stamped envelope bearing upon it a printed direction giving the name of any individual, firm, or company, or any number of any postoffice box or drawer, or any street number or the name of any building to which it shall be returned if uncalled for or undelivered; *Provided,* That this shall not apply to those envelopes printed with a return card left blank as to name, address, box, drawer, street number, or building, and which only gives the name of the town or city, with the State, District, or Territory.

The following organizations of printers, publishers and allied trades have united in the asking this legislation: National Editorial Association, International Association of Photo-Engravers, National Association of Stationers and Manufacturers, American Enevelope Manufacturers' Association, National Paper Trade Association, Printers' League of America, United Typothetæ of America.

The bill ought to be passed and will be passed if all the members of these several organizations do their duty through the press and by writing letters direct to their respective U. S. Senators and Members of the House of Congress, who need to have their attention repeatedly called to the injustice now being done. The printers and publishers have been urging such a change in the law as will be effected by this bill for a quarter of a century and should now demand a recognition of their rights and the doing away with a practice that is of no value to the Postal Department, costs the Government a large outlay in the aggregate, with no returns; tends to build up a monopoly, confers a valuable gratuity on large business concerns, banks and corporations, at the cost of the people, to the direct injury of printers, envelope makers and allied trades.

The "Brief" is an able document and covers the whole ground. The reasons are such as we have urged for years and need not be printed here. How-

ever, for a clearer understanding by those who have not given this subject full consideration, we quote the following paragraphs, that are commendable for the direct and clear statement of the points at issue:

No attack is made on the general principle involved in the return request. The proviso of the proposed bill specifically enacts that: "This shall not apply to those envelopes printed with a return card left blank as to name, address, box, drawer, street number of building, and which only gives the name of the town or city, with the State, District or Territory."

The request for a return is a good thing. Either written or printed it ought to be compulsory. When the postage rate on letters was reduced from three cents to two cents it should have applied to those only bearing return requests. If that had been done every letter now mailed would have attached to it either a written or printed request for return to the writer. The supposed necessity for printing these return requests on Government stamped envelopes without charge, or at all, would have ceased to exist, and the Dead Letter Office would have been long since put out of business.

We, therefore, recognize the fact, not only that the stamped envelope is a necessary convenience, and that its manufacture and sale must be controlled by the Postoffice Department, but we also realize that in many cases the printing of a blank corner card, specifically permitted by the proposed bill, is a convenience to the smaller user and of a sufficient advantage to the postal service to justify the manufacture and sale of envelopes so printed in blank, under public auspices. We deny, however, that there is any justification, either in principle or in policy, for the entry of the Postoffice Department into competition with paper manufacturers, paper jobbers, stationers, envelope makers and allied trades, by offering to print without charge individual corner cards on stamped envelopes in quantities of 500 and upwards, as now permitted.

The private correspondence which furnishes almost the whole of the mail that goes to the Dead Letter Office is not now reached by the practice we complain of, and will never be reached until a discrimination in postal rates is made in favor of the written or printed return address. It is therefore a fallacy to assume that any considerable increase in the work of the Dead Letter Office would ensue from the enactment of the proposed legislation. Undoubtedly more than 95 per cent of the present users of the free request envelopes would get them printed at home if the free printing by the Department were abolished.

Two truths which we look in vain to see set forth in Departmental reports or discussions on this subject, are to our minds self-evident. One is that most of the letters which go to the Dead Letter Office are mailed by individuals of the poorer or more ignorant classes, who would not under any circumstances use a Government "special request" envelope, and never have used it. They are the ones who make the most errors in names and postoffice addresses. The other class which contributes to this Dead Letter patronage is composed of the careless or absent-minded letter writers who misdirect their letters or fail to address them at all. The free corner card printed by the Department is limited to quantities of 500 and upwards, and the people whose mail burdens the Dead Letter Office do not buy envelopes in such quantities, nor have they the means to invest $10 at one time in postage stamps, nor do they appreciate the importance of the return on their letters. The other fact is that printing establishments are found in every town, village and hamlet and envelope printing is surprisingly cheap. The smaller, as well as the larger business houes, use printed corner card envelopes, both for the security of their mail and as an advertisement; there is no sufficient reason why the Government should undertake this work which can be as well and as thoroughly done by private enterprise.

The Postoffice Department is a very large consumer of many manufactured articles, that because of enormous purchases it buys very cheaply. One example is that of writing fluid. At the present contract price of writing fluid the Postoffice Department could get a greater percentage of profit than it claims on its envelopes and then undersell every other jobber of writing fluids in the United States. The same policy could be extended to many other lines of industry, and the letter carriers and postmasters could become sales agents for the one favored manufacturer of twine, ink, etc., instead of the one favored envelope manufacturer. This would create a monopoly for the manufacturer who happened to secure the contract, as it now does with printing envelopes to a very great extent. All these things are equally obnoxious in principle; it does not seem to have occurred to anyone that there would be justice in carrying the principle to the extremes suggested, and yet there is no logical reason why it may not be done under the precedent established in case of request envelopes.

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That the cost of this extra printing is concealed by the methods employed in framing the contract, does not change the fact that it is an expensive and a needless burden upon the revenues of the postal service.

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Under the present contract the corporation which furnishes the stamped envelopes is paid a flat rate for supplying them with or without the corner card printed. If no printing were included the contract price would undoubtedly be much less, for this printing involves setting up a separate form of type for each name and address (more than 482,000 forms being in use last year), also reading proof, verifying and making corrections on each form, stopping the printing machine for each change of form, the careful separation of the different lots as they come from the printing machine, and as they go to and come from the folding machine, and the same care in packing and shipping and accounting. All this individualism of orders adds very materially to the cost of manufacture, as every one must see at a glance. If only 5 per cent of the stamped envelopes bore this extra printing, it might be plausible to allege that the cost thereof was almost negligible. But when we glean from the official reports that at least 80 per cent of the thousand odd millions of stamped envelopes manufactured by the contractor bear this special printing, distributed among 482,000 individuals and firms, the rank absurdity of the contention that the philanthropic and unselfish contractor does this work for nothing, wherefore it costs the Government nothing more than the plain envelope costs, rises to such heights as to be supremely ridiculous. The expense of printing is not added to the price of the envelope, according to the Departmetn, because, as they claim, there is no such expense. Therefore, if there is such an expense, it must necessarily come out of the postal revenues; hence, the printers of the country are not only cheated out of work which is rightfully theirs, but they are, in addition, obliged to help pay a proportion of the deficit.

A meeting of the Indiana State Leased Wire Circuit was held in Indianapolis recently to discuss matters pertaining to the Associated Press in Indiana. The President, F. A. Miller, editor of the South Bend *Tribune,* called the meeting to order. The election of officers for the ensuing year resulted in the choice of A. J. Monynihan, of the Fort Wayne *Journal-Gazette,* for president. The papers represented were the South Bend*Tribune,* Fort Wayne *Journal-Gazette,* Fort Wayne *Sentinel,* Marion *News-Tribune,* Terre Haute *Tribune* and Terre Haute *Star.* Harry Beach, of Chicago, superintendent of the central division of the Associated Press, and George M. Cook, manager of the Indianapolis offiece, were also present.

Republican editors of the Thirteenth Indiana District met in South Bend recently and organized the Thirteenth Indiana Congressional District Republican Editorial Association. F. A. Miller, editor of the South Bend *Tribune,* was elected president, and O. B. Bassett, editor of the Elkhart *Review,* was made secretary. The association is formed to keep the editors of the district in closer touch with each other, particularly in the approaching state and congressional campaigns. The next meeting will be held in June in Rochester. The following editors attended the South Bend meeting: John L. Moorman, Stark County *Republican;* O. B. Bassett, Elkhart *Review;* I. R. Landis, Nappance *Advance;* R. H. Mosier, Bristol *Banner;* J. W. Messimore, Syracuse *Register;* S. E. Boys, Plymouth *Chronicle;* C. W. Riddick, *Winamac Republican;* Judson Fitzpatrick, Francesville *Tribune;* Albert W. Bitters, Rochester *Republican;* F. A. Jernegan; Mishawaka *Enterprise;* W. A. Endley, Walkerton *Independent;* F. A. Miller, South Bend *Tribune.*

Pleasant Occasions

PRECEDING, during and following the recent convention of the National Editorial Association many occasions of instructive pleasures and many happy features, outside of the regular papers and business, were enjoyed and deserve recording. C. C. Doten entertainingly wrote in the Apr. 16 issue of *Old Colony Memorial,* of Plymouth, Mass., a paper that has reached its 89th volume, and is a splendid, bright, clean, up-to-date newspaper—notwithstanding that it has reached nearly to its ninetieth year—as follows:

"In support of the 'winter capital' assertion we have the backing of one of the livest commercial organizations any city of the Union can boast, in the "New Orleans Progressive Union" of which Mr. B. Trevazant is secretary. This enterprising body takes in hand the editorial entertainment, in the hours out of convention and likewise, that we may "go it alone," supplies us with copies of a nicely printed pamphlet filled with information descriptive of the city, under the title of "New Orleans, what to see and how to see it." There are ever so many fine illustrations in it of the places to see, and having seen them, you have something to keep, to look at afterwards. One great incentive to this way of making the city known, is the annual Mardi Gras festival just before Lent, the fame of which is spread all over our country. Many thousands are attracted to this fete, the details of which are carried through in a very brilliant manner, and the *Progressive Union* takes good care not only to advertise well, but to see that the railroads all over the land make fair reductions in rates so that people can get to New Orleans to see the big show. Then they get the low rates extended away into March, so people like us can afford to come here after that particular glory has departed; the advantage to the editors being that the big crowd is gone, and there is plenty of room at the hotels at the usual prices. We are much impressed with the get-there methods of the *Progressive Union,* and all the editors commend their extensive printing and advertising enterprises which help New Orleans wonderfully. This morning representatives of the Union are on hand to receive us, on the spacious office floor of the hotel, and we are greatly pleased also to meet here resident friends in the persons of our excellent and popular ex-president of the N. E. A., Col. John Dymond of the New Orleans *Sugar Planter,* and his gifted, kindly daughter for whom the Association holds genuine regard, esteeming it high privilege that it may consider her too a daughter of the Editorial household. They make our home-coming very pleasant, and add the excelling value of Dymonds to our Silver Anniversary. Another city friend to "gie us a han'" of welcome, is editor L. E. Bentley, who publishes the *Chief* at Donaldsonville, a short distance up river, making his home here. We had hoped likewise to meet his daughter, a charmingly versatile and accomplished pen-woman, who has brightened former gatherings of the N. E. A. with her presence, but superlative blessing and honor have come to her in wifehood, with residence in far away New York, so we put good wishes on the breezes for her and give her proud and happy pa a supercordial hand clasp for remembrance's sake.

It seems real good to greet the convention members "from all over everyhere," there being about 300 of us when we go into session this morning. Gov. Sanders of Louisiana gives us a splendid welcome to his jurisdiction, and leaves the bars down and gates open for us to go anywhere in the State. Then follows Mayor Behrman, who gives the freedom of the city in an equally liberal and fraternal spirit. President Pomeroy responds in part ,and then introduces Joe Mitchell Chapple of Boston,—our Joe,—who lets himself out in the happiest manner and makes "us easterners" proud of him. Col. R. H. Henry, of Jackson, Mississippi, next acknowledged the distinguished consideration we have received at the hands of the State and the city, in easily flowing speech and graceful expressions characteristic of him, and then President Pomeroy delivers his annual address full of good points of the past and hopefulness of the future of the N. E. A. The platform is then given to our sweet old poet laureate, W. E. Pabor of Florida, who reads "In Remembrance" made up of short extracts from each of his annual poems covering a period of fifteen years, concluding with an affectionate farewell request that the Association take the laureate's crown—"and bestow instead, the shining laurels on some younger head." It was sweetly touching and impressive, but the poet is loved too dearly to be replaced while yet his "moving finger writes," and many a silent blessing follows him as he modestly retires to his seat.

After this the convention falls into the routine program as prepared, with able papers on various subjects pertaining to the newspaper craft, continuing through three days until the last evening, when the "Silver Anniversary" is observed, with Col. Henry presiding. Very pleasingly he prefaces the principal feature of the evening and introduces Col. Dymond, who standing beside a fine large oil portrait of B. B. Herbert of Chicago, the first president of the Association, addresses "Father" Herbert affectionately, giving a sketch of his long life of usefulness, and relation to journalism, together with his devotion to the objects of the Association and untiring labors in its behalf. The Colonel eloquently expresses the feelings of all of us towards "Father" Herbert, and concludes by presenting the portrait as a remembrance offering of our united good will. Our genial and kindly first president is deeply affected, and for the first time, as we have known him, his ready flow of words is checked; but recovering, he gives us an outpouring which testified his gratification, and love toward all, accepting the testimonial as intended with heart speaking to heart its deepest feeling. A brilliant array of past presidents contribute stirring speeches, and our Silver Anniversary goes into the Association history shining like a loving cup with three handles and a deeply-graven inscription on the side "lest we forget." It was a nice time, and don't you forget it!

With the whole city open to us during our stay, there is enough always to entertain a spare moment; but our good friends work in on us an evening at the French Opera House; an "oyster steam" as guests of Lawrence Fabacher, and a trip on New Orleans harbor as guests of Capt. Streckfus of the steamer "J. S." and then there are any number of "offers" which we have to decline simply for want of time. Of course we visit the "French quarter," Canal Street being the dividing line between that and the American part of the city. Here are the historical buildings, antique shops, picturesque creole residences; the old French market; the Cabildo where the transfer of Louisiana by France to the United States was made December 20, 1803; the St. Louis Cathedral, one of the earliest Roman Catholic churches in Louisiana; Jackson square with its equestrian statue of General Jackson bearing on the massive granite pedestal his famous declaration when president—"The Union it must and shall be preserved"—which even the most rabid secessionist, in Civil War times, never dreamed of cutting out or disturbing—let that be remembered everlastingly to the credit of New Orleans. Besides these are the quaintily named streets; the immense old St. Louis or Royal Hotel, now going to ruin."

One of the happy occasions on Saturday evening after the close of the convention, was a dinner tendered by Hon. John Dymond to the Past-Presidents in attendance this year. There were present, in the order of their having occupied the Presidential office: B. B. Herbert, Chicago; Josph B. Maccabe, Boston; R. H. Henry, Jackson, Miss.; W. W.

Screws, Montgomery, Alabama; John Dymond, New Orleans; John E. Junkin, Sterling, Kansas; Will H. Mayes, Brownwood, Texas, and A. N. Pomeroy, Chambersburg, Pa. Messrs. Herbert, Screws, Junkin, and Pomeroy were accompanied by their wives and Col. Henry by his daughter and of course Mrs. Dymond was present and joined with her husband in welcoming the delegates to their pleasant Southern home (which they have occupied for four decades) though Miss Florence Dymond, by reason of her relation to the Association, presided as hostess at the table with her father as host. The dinner was rich and complete in menu and appointments and elegantly served. At each plate was a diminutive bale of cotton in commemoration of the Southland and the floral decorations were tasteful and appropriate. A joyous social hour was greatly enjoyed and will be ever gratefully remembered by the guests who were so fortunate as to be present.

Col. Henry nominated Hon. Joseph Maccabe as President of the Past-Presidents for the ensuing year who was declared elected without opposition. The affair was at the close of a strenuous week and the guests withdrew at an early hour in thoughtful regard for the temporary illness of the honored host. It will be grateful news to all that he has since fully recovered and is his own self again. That he took upon himself, at this time, the carrying out of this previously planned occasion in manifestation of friendship, loyal goodwill and hospitality, made the event by that much the more prized by all his guests.

On Monday following the convention some forty members of the associations, who did not take the Panama excursion, were entertained by the Commercial Club of Gulfport, Miss., with a trip to that growing city and attractive resort. The journey was by rail to Pass Christian, thence by trolley cars to Biloxi, and then back to Beauvoir, the last residence of Jefferson Davis and where he wrote his life and the history of the War of the Rebellion. The residence is now used as a Confederate Home and buildings and grounds are kept in perfect repair and good taste, and necessary improvements and additions have been made. The welcome by the old Confederate veterans and the officer in charge was most cordial and hospitable. The looking through the rooms where he worked and slept, the library where he held communion with the great minds of the past and the parlor in which hangs a life-sized oil painting of this great historic character, when old age had given rest to his features and ripeness to his expression, was all a pleasing experience. It can be readily realized that the place affords a most attractive home to the soldiers who served in the ranks of the Confederacy and loved and revered their great leader and President. On a return to Gulfport a banquet was tendered to the visiting guests. An address of welcome was extended by the President of the Commercial Club and at the close of the feast First Vice-President R. E. Dowdell of South Dakota, the ranking officer of the Association, fittingly responded on the part of the Association with thanks for the courtesies extended and greatly enjoyed, and called on Past-President B. B. Herbert, who spoke of the wonderful growth of the place since the visit of the National Editorial Association ten years ago, and claimed some credit or share in that growth for the publicity given by the editors and referred to the delights of the visit to Beauvoir with its associations.

Mr. A. W. Glessner of the Galena *Gazette*, was next introduced and added well-spoken words of gratification and praise. The party was then taken by trolley car out on the great pier, showed the ships loading with lumber and other products for all parts of the world and told of the work that had been done in improving the harbor and from thence returned by train to New Orleans.

Of the visit to Natchez preceding the Convention at New Orleans, *The Daily Democrat* of that city said in part:

A royal welcome awaited the visitors. The streets were thronged with people, the several clubs were illuminated, the Elks' building being outlined with incandescent lamps and the usual liberal display of red fire, one of the characteristics of the Natchez celebration of Mardi Gras, marked the route taken by the reception committee, the visitors and the military companies in the march to Institute Hall.

Just before the arrival of the special train the military companies, Co. B. under command of Capt. Matt Harper, with thirty-six men in line, the St. Andrews Cadets, Capt. Audley Conner's Rough Riders, Davidson Smith's Cow Boys, headed by the Natchez Concert Band, Hon. P. W. Muvihill, grand marshal, marched up Main Street to Pine, thence to Franklin and then to the Elks' Club where, in the presence of a vast crowd, Miss Annis Oakley (Dunbar Merrill) gave an exhibition of fancy shooting.

Plates were used as targets and blank cartridges were used, but when the boy who was to break the plates with a pole and a nail failed, Judge Reber proved equal to the occasion and did the work with a hatchet.

At half-past eight the reception committee and the paraders repaired to the depot to await the coming of the special train.

The train arrived on time and the distinguished visitors formed in line and marched to the Institute Hall, which was soon crowded with visitors and the ladies of Natchez.

The visitors were delighted with the beautiful decorations in the ancient building, and charmed with the manner of their reception.

Mayor Benbrook delivered a beautiful address of welcome assuring the visitors, who were at this time the guests of Natchez, that while he extended the welcome to them, every heart in Natchez joined with him in this expression and every man and woman in the city expressed the hope that their guests would enjoy every moment of their stay in Natchez.

He said it was the best and most hospitable city in the South and the people were at the command of their guests. Before concluding he explained that Mr. Jas. K. Lambert, proprietor of the *Democrat*, was chairman of the committee, but that owing to recent bereavements in his family (the deaths of his mother and aunt last month) it was impossible for him to appear on this occasion.

In closing Mayor Benbrook said that he hoped the visitors would leave the city with feelings of regret on account of their departure and their hearts filled with the hope of an early return to Natchez where a hearty welcome awaited them.

Mr. A. Nevin Pomeroy, President of the Association, responded for the Association. He spoke in warmest terms of appreciation of the hearty and sincere welcome and hospitality extended. The members of the Association had heard much of Natchez and its hospitality and it was a pleasure to find that it would be impossible to overrate the city in these respects.

He introduced Mr. B. B. Herbert, of the NATIONAL PRINTER-JOURNALIST, Chicago, a venerable gentleman, father of the organization, who spoke in feeling terms of the hospitality of the people of Natchez. He had heard of this hospitality before and he believed that Natchez was the best and most hospitable city in the South. He spoke of the brave men on both sides in the war between the States, how they were reunited and how nobly they and their children are standing together in making this country the grandest on the face of the earth. He was frequently interrupted by the applause of his hearers and it was easy to see that he had won a place in the affection of his Natchez audience as he had in the hearts of the members of the National Edi-

torial Association, all of whom referred to him lovingly as "Father."

Clyde Oswald of the *American Printer,* was introduced and told a couple of good stories on "The Editor?" and was

followed by J. P. Baumgartner, of Pasadena, Cal., a native of Virginia, who related a most interesting story.

Mayor Benbrook had announced the programme which was to adjourn to the Elks' Club, where lunch was to be served, while the dance at the Hall would continue until midnight.

A number of the editors remained for the dance and others who went to the Elks returned later in the evening.

AT THE ELKS.

Long tables were placed in the lodge room of the Elks for the men and the seats about the room were received for the ladies.

The lodge room was crowded with ladies and gentlemen and the visitors, many of them Elks, enjoyed the evening to the utmost. The lunch merged into a conversazione and numerous invitations to return to the city, and requests that party calls be made to the visitors at their respective homes were extended.

THIS MORNING'S PROGRAM.

An auto ride was programmed for the morning at 9:15 o'clock. As many automobiles as could be requisitioned were at the Natchez Hotel at that hour.

Street cars were in readiness for those who wished to take a car ride over the city and to make up for the deficit in the automobile line.

The visitors were charmed with the manner of their entertainment and said they would leave Natchez with feelings of pleasure and joy at the delightful manner in which they had been received.

"GROWING BETTER ALL THE TIME"

OFFICE OF THE SHELBINA DEMOCRAT.
W. O. L. JEWITT, EDITOR AND PUBLISHER.
SHELBINA, Mo., April 21.

Hon. B. B. Herbert, Chicago, Ill.

MY DEAR SIR:—Inclosed draft for $2 to pay for JOURNALIST till next year. I think you are doing a good work, for the newspaper men. Your publication is certainly valuable, and the best of all is it grows better all the time.

Yours truly,

W. O. L. JEWETT.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Barnhart Bros. and Spindler, Type Founders of Chicago, state that they cast during the year 1909, almost to a pound, twice the amount of type that they cast during the preceding twelve months, and nearly three times what they cast during the calendar year, 1907. It would seem from this that the type founders are making inroads on the machines, rather than, as sometimes has been supposed, the reverse. The Barnhart Foundry state further that the orders seem to come from every part of the country alike. That while there have been fewer large ordrs, there has been a vast increase in the number of small orders. Less offices are starting up, but the old ones are equipping themselves better and further in advance of their actual needs than usual.

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The users of Offset Presses have taken kindly to the Offset or Reversible Type which has been produced for their use by Barnhart Bros. & Spindler of Chicago. The new type saves one process in offset printing and gives better results than ever before obtained. The Offset is used also quite largely by rubber stamp men.

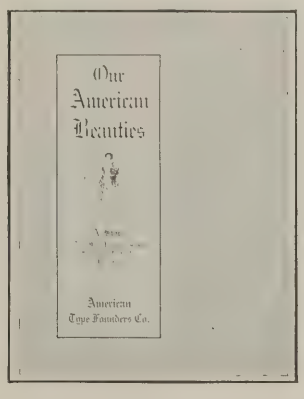
BEAUTY AND SENTIMENT IN PRINTING.

Society Printing, a Neglected but Very Profitable Field.

Imagination, sentiment and beauty have no small parts in the kind of printing that wins, as well as in all the affairs of life. As education and refinement, and wealth—that finds one of its highest uses in the promotion of the first two—increase, art in printing, that involves and is founded upon imagination, sentiment and beauty, comes more and more in demand. This applies to all lines and branches of the graphic arts, in business stationery and newspaper and magazine making, but especially to all that is known as society printing. All this is coming more generally to be appreciated and the manufacturers of types and of all else that enter into or aid in securing pleas-

ing results, fully recognize the fact of the higher artistic demand and are helping in the needed education along these lines and have provided the means for accomplishing the work. Before us, as we write, are two tastefully conceived and gotten-up pamphlets from the American Type Founders Company that have suggested and fittingly illustrated these thoughts:

"A Collection of American Beauties" shows a bouquet of the Queen of Flowers, in red and green on the first cover page, printed on extra fine white pebbled cover



stock. The paper used, in the body, is high grade white enamel and on the upper corner of the fly leaf, are the following poetical sentiments: "Dedicated to American Beauties":—

"For thee, the groves green liveries wear,
For thee, the Graces limit the dawning hours,
And Nature's ready pencil paints the flowers."
—Dryden.

"In peace, Love tunes the shepherd's reed,
In war, he mounts the warrior's steed,
In halls, in gay attire is seen,
In hamlets, dances on the green.
Love rules the court, the camp, the grove,
And men below and saints above
For love is Heaven, and Heaven is Love.
—Scott.

The title page is effectively artistic and is shown herewith. Then following four left-hand pages, present scenes of courtship and marriage: "The Proposal," "Asking Father," "Approaching the Altar," "Taking the Auto" at the old home for the wedding tour, having appropriate verses and catchy illustrations, with specimens of correct wedding invitations and announcements on the opposite pages, and throughout the remainder of the pamphlet—all, of course, set in the "American Type Beauties": Tiffany Shaded, Tiffany Text, Wedding Text, Engravers Shaded, Tiffany Slope, and Tiffany Upright. These types are also shown in specimen pages with sizes and prices of fonts. The other pamphlet, gotten up with equal appropriateness, is devoted to "Correct Society Printing" with a page under the head, "Sure Road to Profits," followed by a discussion of the topic on the other pages of "A Profitable Field of Printing Imperfectly Cultivated." The argument shows the economy of the printed cards with a liberal profit to the printer, over engraved cards. The printed cards by the use of the types shown, are equally handsome with engraved work. Correct styles are given and suggestions for an advertising list for calling cards is inclosed. A statement is made which should attract attention and should receive the consideration of printers, that "The letterpress printer who furnishes stock equal in quality to that used by the Copper plate, and who prints perfectly from unworn types and delivers in daintily wrapped packages, need not fix his prices much, if any, lower than the Copper plate printer, although his cost of production is considerably less. We reproduce the proposed list price as follows:—

PRICE LIST OF CALLING CARDS

Customers will select a style from the specimens on the other side of this circular, and a size from the diagram on opposite page. Carefully consider the length of your name in selecting style and size.

The following prices include engraved name plate and printing 50 best quality cards in style.

Any Script, Mr., Mrs. or Miss		$1.00
Address or day, extra, per line	$ .50	
Printing 50 extra cards, any style	.50	
Printing 100 extra cards, any style	.90	
Tiffany Upright or Slope		2.50
Address or day, extra, per line	1.50	
Tiffany Shaded		3.00
Address or day, extra, per line	1.50	
Tiffany Text		2.50
Address or day, extra, per line	1.50	
Engravers Shaded		2.50
Address or day, extra, per line	1.50	
Engravers Old English, Cloister Black, Engravers Old English Open		2.25
Address or day, extra, per line	1.50	
Lining Copperplate Roman, Engravers Bold, Card Mercantile, Mercantile		2.00
Address or day, extra, per line	1.00	
All Gothics		1.50
Address or day, extra, per line	.85	

ENVELOPES

Card Envelopes, 18 cents per package of 25; 60 cents per package of 100. With mourning border numbers 1, 2, 3 and Italian, 30 cents per package of 25; numbers 4 and 5, 48 cents per package of 25.

CORRECT SOCIETY STATIONERY

We carry in stock a full line in correct material, shapes and sizes. Correspondence paper and cards printed correctly.

All orders delivered in special boxes

COMMONWEALTH & EUCLID
Correct Society Printing
225 Maple Avenue Gotham, Alaska

We have frequently urged the value of advertising to printers and for ten years have been showing why as well as how, in our "Work Through Publicity" department, yet thousands of printers fail to seize upon the opportunities within their reach and plod along with no systematic efforts to create new business, content, apparently, to accept such work as is brought to the office. We fully agree with the statement made by the American Type Founders, who speak from wide and long observation, that "The profitable possibilities of the development of a printing business, by advertising, are not appreciated by the majority of printers." To those printers properly equipped to undertake the work, a rich field, ready for development is found in society printing as is clearly shown in the pamphlet. There is no reason why one who runs a general job printing office, should not be equipped for society printing work. It only means the addition at a comparatively very small expense of a few fonts of type adapted to the purpose. Neat advertising of society printing will not only create business in that line but will be of advantage to all the other branches of work.

UP-TO-DATE PROGRESSIVENESS.

We recently learned from Mr. H. A. Gatchel, President of the well known Illustrating & Engraving house of Gatchel & Manning ,Philadeplhia, that on January 1, 1910, he incorporated the business of which he was the sole owner, and following out the broad, liberal policy for which this house, under his management, has always been noted, we now learn that he has disposed of a portion of his stock to his Superintendent Mr. Charles A. Stinson, and elected him to the office of Vice-President of the Corporation.

Mr. Stinson is a thoroughly practical man, and has been associated with the House of Gatchel & Manning for seventeen years, during the last ten of which he has held the position of Superintendent of the Manufacturing Department.

We tender to Mr. Stinson our hearty congratulations and extend to him our best wishes for success and prosperity, along with this enterprising and up-to-date Engraving House, which is so widely known throughout the country.

May they continue to grow and prosper.

Barnhart Bros. & Spindler, whose enterprise furnished gratis a practically verbatim report of the first International Cost Congress to 35,000 printers in the United States, report that unprecedented interest has been taken in this matter by the printers of this country. So great was that interest that after having sent out the original report, they were compelled to print 10,000 more of the proceedings to satisfy the demand. The gratifying feature is, that all printers, large and small alike, seem to be taking hold of the Cost question, manifestly intending to work out and apply methods which will put the printing trade on a profit-making basis in every part of the country.

* * *

A SUCCESSFUL PRINTERS' SUPPLY HOUSE IN ST. PAUL.

The C. I. Johnson Manufacturing Company, of St. Paul, Minn., whose advertisement will be found in this issue, have won large success in the great and growing Northwest. An entirely independent concern,—built up from comparatively a small beginning in the past twenty years,—with C. I. Johnson as President and his two sons, Chas. Johnson and W. F. Johnson as Vice-President and Secretary, respectively, all trained to the business—they devote especial attention to furnishing complete outfits for job and newspaper printing offices. While the company early won and still retain a wide and favorable reputation on account of rebuilt machinery—a first specialty—many inquiries are still received asking if the company handles type and other supplies, though for the last eight years, everything that the printer uses has been handled and a great number of complete outfits have been installed. This shows the persistency of first impressions and the large results of advertising a special line. In the last two or three years, the Hansen types—handled by this company—have come to be generally known in the Northwest, and the company claim that many printers have become their customers, upon learning that they handled these types and all else that the printers use, excepting paper. They carry in stock all standard lines of new goods, cylinder presses, jobbers, paper cutters, stitchers, wood goods, galleys, leads, slugs, type, wood type, news and job inks, etc., etc., that go to make up a complete, modern printing outfit, besides keeping in stock a considerable quantity of second-hand material for printers who want to economize in certain lines or who are placing or enlarging plants in the smaller towns where a large expenditure is not justified at the start.

The company received in the first two weeks of April, ordrs for eight cylinder presses and four complete outfits and are rushed to the limit, but are prepared to take care of all orders. The company have the important distinction of being the only printing supply establishment west of Chicago, at least, with practical machinists at the head of the establishment. Three out of four of the directors can each rebuild and erect almost any printing machine made. Their success shows the value of having practical men in control of the business management. Their mechanical ability and training enables them to judge of every machine when presented, and to see that a machine will do what is promised or desired and if second-hand, not only to buy such a machine as can be rebuilt in a manner to give satisfaction, but buy it right so that it can be sold at a price to be economical and profitable to the purchaser and then to see that the rebuilding has been properly done and that the machines are right when shipped to customers.

PUBLICITY FOR TOWNS.

The growing tendency (and a most commendable one) of towns and cities to take advantage of modern advertising methods in exploiting their advantages as the locations for manufacturing plants and business houses is producing most astonishing results. In the trade journals, especially those devoted to advertising, there are accounts of the phenomenal development of towns whose Boards of Trade have gone out into the world and brought business to them.

And these are not "Boom" towns. They have advantages in the way of railroad or waterway transportation, convenience to supplies of raw material, low priced factory sites, etc., and they have not sat with folded hands waiting for people to stumble over them, but have sought out those who were looking for just such places and on a firm foundation of solid worth have built up an enduring structure of prosperous business houses.

Cities already possessing large establishments and business houses, governed and directed by men experienced in modern advertising methods, have a decided advantage over towns more or less remote from the few metropolitan centers where the masters of advertising are mostly to be found. But that is no reason why the smaller towns should relax in their efforts. It is true that the details of the work of advertising a town are probably not known to those inexperienced in this particular line, and it is also true that this lack of familiarity has deterred many, otherwise ambitious and energetic, from embarking on such a work, but the same general principles which lead to success in a man's private business will be productive of results in developing a town.

A little booklet has been issued by Messrs. Gatchel & Manning, the well known Engravers of Philadelphia, which contains many hints on the successful conduct of this work. They send it free on request.

The Mergenthaler Linotype Company informs us that they have frequent requests for operators who can set foreign languages, particularly Spanish, on the Linotype. There seems to be an unusual demand just at present in the South American countries for Linotype operators. They would be glad to hear from operators who can set either Spanish, Portuguese, Bohemian, Polish, Russian, Swedish, Italian, or, in fact, any foreign language. It is their intention to maintain a list of operators who have filed applications with them, so as to have someone always available when a request of that kind is received.

FOR SALE—An excellent daily and weekly newspaper and job printing plant in a very prosperous Indiana Manufacturing city of 8,000. Equipment complete, Mergenthaler linotype, Whitlock presses, etc. Business established many years ago. Big run of job work at good prices. Write at once if interested. Address, "1863," care National Printer-Journalist, Chicago.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR THE TRADE—Best line of Litho Print Stock Certificates, Bonds, etc. New and Special Designs. Fine Gold Effect. Write for samples and prices. THE PIONEER COMPANY, established 1849, Manufacturing Stationers, St. Paul, Minnesota.

CONTRACT WANTED—Have plant of metropolitan facilities in small city, busy only part of time. Will save some money for publisher getting out weekly or monthly publication on contract. Figure any size job. Linotype composition, clean presswork. W. B. ROGERS PTG. CO., Trenton, Mo.

FORCIBLE EDITORIAL WRITER has few hundred words surplus copy weekly. Would allow reputable Independent or Insurgent paper free use of same for time. A., care N. P.-J.

FOR SALE—Because the Manager wishes to retire from active business, all the caitpal stock (1,000 shares) of the Dearborn Printing Company, Seattle, Wash., is offered for $7,500. Good plant, location, reputation, patrons, profits. A rare opportunity for two or three up-to-date printers to acquire a growing business in a growing city. Particulars to those prepared to buy. Address, B. B. DEARBORN, 303 Collins Building, Seattle, Wash.

Two-Color Cuts and Copy

For a series of advertising that will boom your job department, something new every month, cos s but $2 or $3 per month, owin to the service you choose, but it brings results. Don't despise the service because it is cheap. We make the price low because printers are not millionaires, but we go after effective results just the same. Write at once.

Business Builders

Frank H. Armstrong Adv. Co., Des Moines, Iowa.

ONLY EVENING NEWSPAPER IN CITY OF 35,000 POPULATION

Well equipped and with an established gross cash income of over $34,000.00 annually. Will be sold at attractive price and liberal terms, account of desire of owner to retire.

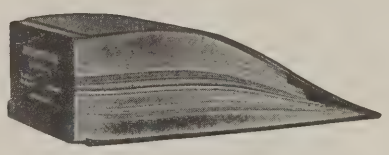
$10,000.00 cash necessary. Balance can be deferred.

Proposition No. 617.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

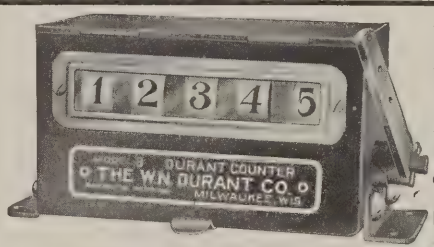
James White Paper Co.



TRADE MARK
Reg. U. S. Pat. Off.

210 Monroe Street, Chicago

Cover and Book Papers



DURANT MODEL B JOB PRESS COUNTERS

Model B, Job Press Counter

Set a new Standard, Equal to our Model A. cyl nder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five minutes o any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

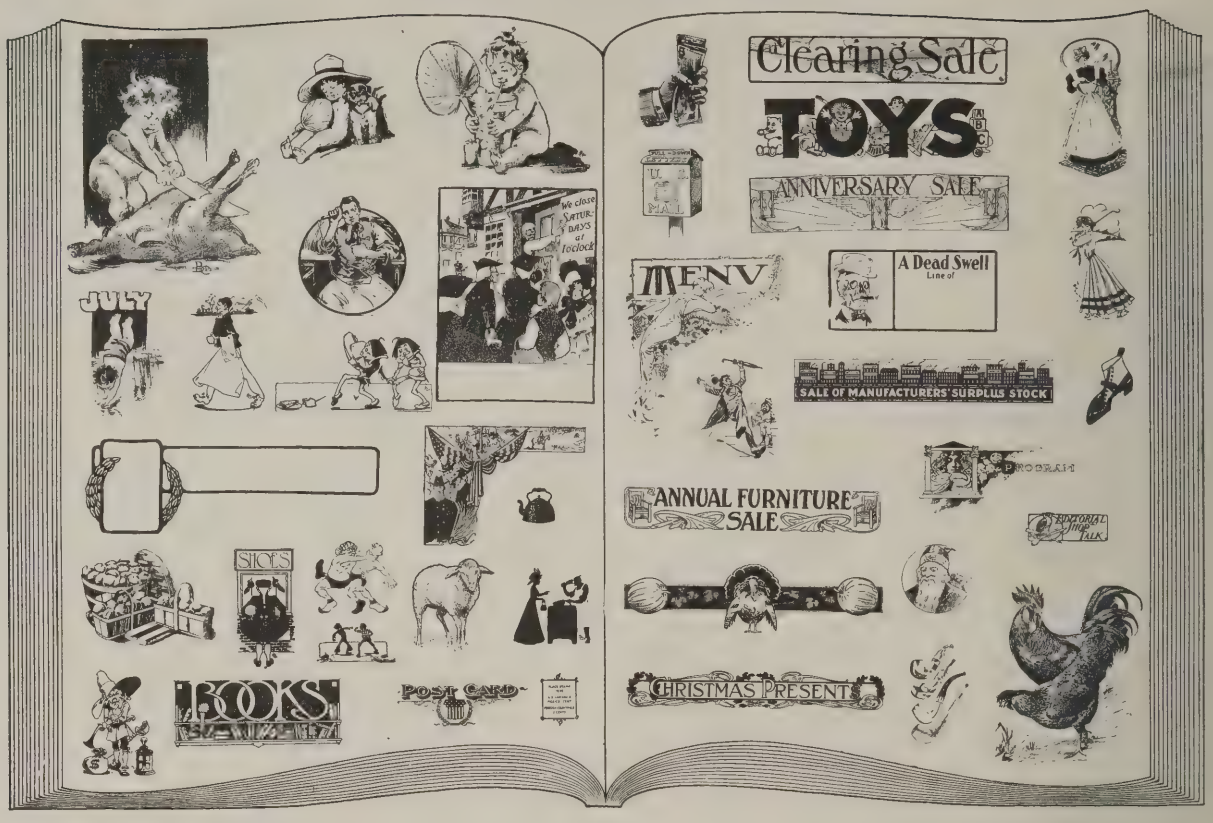
National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y



A Glimpse of Our New Cut Catalog

Just to Give You An Idea of Its Contents

Our new Cut Catalog contains 150 pages—some 1800 cuts—each representing an advertising "idea;" every one answering a useful purpose; all of them ready to lend a touch of human interest and artistic embellishment to an otherwise ordinary job of printing.

Just exactly what the newspaper publisher needs to enliven merchandise ads in his paper. The use of our cuts will double the value of his advertising space.

The printer can "ginger up" his products with our cuts and greatly increase his business and profits. A few of the good things shown in our new catalog are—

Advertising Cupids	Eye-catchers	Merchandise Cuts
Comics	Borders	Holiday Illustrations
Menu Headings	Closing Cards	Toys, etc.

The cuts are ready for immediate delivery. They cost but a few cents and add dollars to the value of your output.

We have always sold the books for 25 cents to cover postage, but to place it before the readers of the National Printer Journalist, we have taken off the tax. We'll send it to you free. Merely drop us a line saying "send a copy of your New Cut Catalog free."

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

Branch Offices in Fifteen Principal Cities **215 Madison Street, Chicago, Ill.**

The Final Test is on the Press

That's when you find out what you have spent your good money on—The practical printers are our most enthusiastic friends. Our half tone engravings for newspaper work rank as high in their class as our three color work does in the highest class of illustration.

Send for Specimen Portfolio No. 7, showing Three and Four Color Process, Multi-color, Duograph, Highlight, Designs, etc.

Established 1889

Gatchel & Manning

Designers & Engravers

in one or more colors

PHILADELPHIA

If you are interested in "boosting" your town, send for one of our booklets on the subject.

a Word to the Wise!

A Wire Stitching Machine designed along new and simple lines, capable of producing highest quality work, and built to stand up under the most exacting requirements, is clearly the Wire Stitcher for the wise printer or binder to buy. Such is the "Boston" Wire Stitcher, now used by all up-to-date printing and binding concerns. If you are not a user of the "Boston" it is high-time you looked into the extraordinary merits of this simple machine, which the most obtuse operator can very readily master and keep in steady, satisfactory and profitable operation!

For full information write nearest salesroom
American Type Founders Company

Set in Century Oldstyle Bold, Cloister Border and Chap-book Cut

Juergens Bro's. Co.

Designers and Engravers

Electro Stero and Nickle-Typers
167 Adams St.
Chicago.

Telephone Franklin 460
Private Exchange All Depts.

The only Engravers and Electrotypers within the loop.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Our Staff Specialists

Our Auxiliary Newspaper Service

is prepared by a large staff of experienced and trained newspaper editors. Each man has been selected because of his ability to handle the particular department of which he has charge. Our editors are specialists in the art of preparing our splendid service.

"Watch Your Exchange Table"

WESTERN NEWSPAPER UNION

A Beautiful Book Face is the

LIGHT DORSEY

It is the latest thing out—right up to date. Perfectly legible, strong and full of character, but graceful and pleasing to the eye. Cast on standard line unit set from the BEST wearing type metal known.

Send for display specimens.

INLAND TYPE FOUNDRY

12th and Locust Sts. SAINT LOUIS
175 Monroe St. CHICAGO
160 William St. NEW YORK

ILLUSTRATING LIGHT DORSEY

Copyright 1910, by Inland Type Foundry

6-Point, 50a 25A, $2.00 L. C. $1.05; C. $0.95
THERE IS A SINGULAR STATELINESS AND AN air of distinction which wins admiration at the 1667

8-Point, 44a 22A, $2.25 L. C. $1.15; C. $1.10
IT IS SAID THAT ONE MAY SEE TO the depth of fifty feet or more in the $134

10-Point, 37a 18A, $2.50 L. C. $1.30; C. $1.20
IMMUNITY FROM ANY BLOT on its shores gives it a clear 786

12-Point, 33a 17A, $2.75 L. C. $1.40; C. $1.35
FOR FORTY YEARS THIS superb sheet of water has 1234

14-Point, 27a 14A, $3.00 L. C. $1.55; C. $1.45
THIS LOVELY PLACE is easily accessible to 89

18-Point, 20a 10A, $3.25 L. C. $1.65; C. $1.60
COSTLY HOUSES for use in the 1463

6-POINT ACME BORDER, 6-POINT ACME BRASS RULE

Our Inks Are Known Wherever Printing Is Done

H. D. ROOSEN CO.

Fine Halftone, Cut and Book
BLACK INKS

We manufacture and sell more Fine Black Inks than any three other firms combined.

BROOKLYN, N. Y. TORONTO, ONTARIO CHICAGO, ILL.

S. BLAKE WILLSDEN

The Pioneer Map Man

The man who sold a quarter of a million maps to one publisher.

The following is an extract from a letter just received from a pleased customer who has used a similar chart for 6 consecutive years.

"The sample copy of the new chart received and they are indeed about as near perfect as it is possible to get them. The improvements and corrections have all been put in O. K. and the additions that you have added are very good indeed. We thank you for your good work on this chart. It certainly will be a whirlwind for new business. The atlas goes good in some localities, but the chart is in a class by itself."

Lest you forget! Remember ten years ago I sold many Circulation Managers **Census Maps** of the different States. **I will be in the field first with 1910 Census Maps and Atlases.** Have booked several orders already and solicit your further patronage in this line.

Our Live Stock Anatomical Chart continues to be a WINNER.

A first-class county-seat weekly writes:

"The charts have been received and are going like hot cakes. We had some two years ago that gave such excellent satisfaction that when your anatomical chart came out we jumped at the chance. Every subscriber who has received a chart declares it superior to the one of two years ago. Our list is made up largely of farmers and the younger up-to-date farmer especially, is pleased with the chart because it is a veritable encyclopedia to him. At this writing it looks as though we would need some more in the very near future."

This is only one of hundreds of other testimonials received from satisfied customers.

Early contracts will have **territorial rights fully protected. Prices** will be **right.** Best value for the money. **Write for terms and secure the great 1910 winner for circulation promotion.**

S. Blake Willsden

PREMIUM SPECIALIST

151-153 Wabash Avenue Chicago, Ill.

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press,** New York City.

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y.

Cutters That Cut

will give you more work and better work.

Royle makes that kind.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

THE NATIONAL LINE

NATIONAL ROTARY PERFORATOR — Four Sizes—20, 24, 28 and 30 inch—with or without Crimping, Scoring and Slitting Attachments—Can be equipped for Self-Contained Motor Drive, Line Shaft or Individual Motor.

INDEPENDENT ROTARY CRIMPER—SCORER AND SLITTER:—NO PERFORATING — Taking stock up to 24 inches wide.

NATIONAL AUTOMATIC PROOF-PRESS — A Galley Proof-Press—Feeds, Inks and Cuts Automatically.

NATIONAL ROTARY CUT SURFACER — Produces a smooth, true surface. Takes any size cut up to 10 inches square or to 14 inch diagonal measurement.

NATIONAL TYPE-HIGH GUAGE — Indispensable for determining whether cuts or electros are type-high—For locating high and low spots.

Write for more detailed information

National Perforating Machine Co.

Manufacturers of Printers' Machinery

2208 Campbell Street - - - - KANSAS CITY, MO.

FOR SALE BY ALL DEALERS

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.

LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,

317 W. 124th St., - New York

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

The Catalog is judged by its Cover.

The advertiser thoroughly appreciates this. He, therefore, judges the printer by his ability to produce new, striking and original covers.

Selecting paper for producing such covers is an easy task with our samples at hand. We offer a comprehensive assortment of staple and novel cover papers which, from the standpoint of practicability, is the most interesting at your command.

We can convince you, if you will write us, that J. W. BUTLER PAPER COMPANY should be the source of your cover paper supply.

ESTABLISHED 1844

J.W. BUTLER PAPER CO.

212-218 MONROE STREET

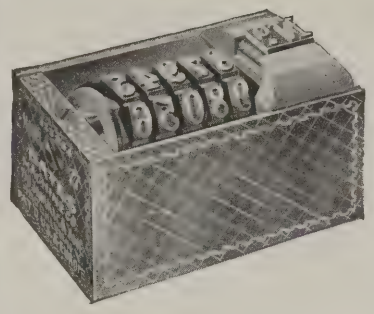
CHICAGO.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.	Mutual Paper Co. . . . . Seattle, Wash.
Benedict Paper Co. . . . . Kansas City, Mo.	American Type Founders Co. . . . . Spokane, Wash.
Southwestern Paper Co. . . . . Dallas, Texas	American Type Founders Co. . . . . Vancouver, B. C.
Southwestern Paper Co. . . . . Houston, Texas	National Paper & Type Co. (export only) New York City
Pacific Coast Paper Co. . . . . San Francisco, Cal.	National Paper & Type Co. . . . . City of Mexico, Mex.
Sierra Paper Co. . . . . Los Angeles, Cal.	National Paper & Type Co. . . . . City of Monterey, Mex.
Oakland Paper Co. . . . . Oakland, Cal.	National Paper & Type Co. . . . . Havana, Cuba

Central Michigan Paper Co., Grand Rapids, Mich.

Let Others Tell The Story



WHEN you buy Numbering Machines you want the best, of course. You simply cannot afford to take any chances with inferior machines. One mistake—a single slip—may mean the spoiling of an entire job and a loss of many dollars to you.

But how are you to determine which is the best machine with half a dozen or more concerns asking you to buy. There are two ways, first—by trying out all of the machines, a rather expensive method; second—profiting by the experience of others. Just read below what some of the biggest users of numbering machines in the country have to say about the subject, then write us for a free copy of our new book on Typographic Numbering, Dating, Perforating and Scoring Machines. This book is the most complete of its kind ever published and will give you a lot of information and data that we know will interest you.

Write us to-day.

MODEL 27A

here shown, is type-high and designed to be locked in the chase with the form or used separately to print numbers only. It is simply constructed—nothing to get out of gear—yet built to stand the hardest use you can put it to. The frame is made of a tough nickel-bronze metal that possesses extraordinary durability. The working parts are made of a highly tempered carbon steel. The figures engraved on best-quality steel wheels are practically indestructible. The machine is automatic and numbers from 1 to 99,999 consecutively. Size 1½x1 5/16 inches. Price, $8.00.

"Your-Money-Back-If-You-Want-It."

We have been using your Typographic Numbering Machines for several years, and the fact that we have constantly increased the number in use to such an extent that we are perhaps one of the most extensive users of Typographic Numbering Machines in the world, is sufficient evidence of the satisfactory service your machines have given.

We are pleased with the machines built to order for us, and find they are satisfactory in accomplishing the work for which they are designed.

Niagara Falls, N. Y. Yours very truly,
The Carter-Crume Company, Ltd.

We have a number of your Typographic Numbering Machines in constant use and they are giving the best of satisfaction. We consider your machines superior to those of any of your competitors and we know whereof we speak, as we have tried them all very thoroughly. For our work we would rather have one Bates than five of any of the others.

Philadelphia, Pa. Yours very truly,
J. C. Early

In connection with your Typographic Numbering Machines, we take pleasure in advising that these machines have been very satisfactory and have caused practically no trouble whatever.

We have used various Numbering Machines made by competitors but they have caused considerable trouble and annoyance and we were compelled to discard them.

Our several experiences with other machines forced us to decide that the Bates was the most satisfactory machine for our purpose.

Chicago Ill. Yours very truly,
International Tag Company.

A large number of Typographic Numbering Machines of your make have been in constant use in our plant here for a number of years and have given entire satisfaction in every particular.

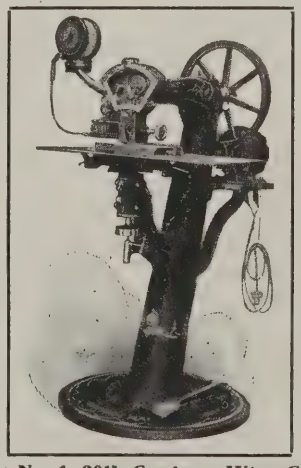
We have experimented at different times with machines of other manufacturers and they have not come up to our requirements.

We consider your machines superior in every respect to all others and we would not think of using any other than the Bates.

Philadelphia, Pa. Yours very truly,
E. C. Fell Manufacturing Co.

The Bates Machine Company
696-710 Jamaica Avenue BROOKLYN, N. Y.

WE beg to announce, that in addition to the full line of Printer's and Bookbinder s Machinery which we manufacture, we have on hand several hundred second hand Wire Stitchers, Perforators, Table Shears, Paging and Numbering, Punching, Round Corner Cut-



Monitor No. 1, 20th Century Wire Stitcher
5,000 Now in Use

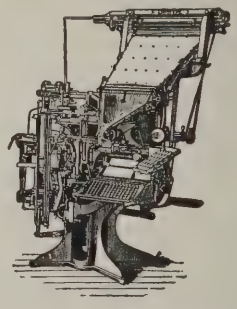
ting, Ruling, Book Trimming, Stabbing, and Stapling Machines, which are in good condition, and which we are selling at greatly reduced prices. If you are interested write for our price list of second hand machinery. Address

LATHAM MACHINERY CO.
Chicago: 306-312 So. Canal St.
New York: 8 Reade St. Boston: 220 Devonshire St.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

The Unitype

Possesses all the advantages of the hot-metal composing machines without their troubles, and high costs of maintenance.

THE INCOMPARABLE UNITYPE

As it works without gas or molten metal it is incomparably economical. It is extremely swift and the quality of its product is vastly superior to that of any other machine.

It can be operated by those having too little skill to handle hot metal; and it will earn a profit in places where self-casting composing machines can be run only at a loss.

In fact, no out-of-town publisher who regards economy as a condition essential to his work can now afford to set his paper by any other method.

The price of the UNITYPE is but $1500; payable $150 in cash and $37.50 and interest a month—a most profitable investment when it is realized that a UNITYPE invariably pays for more than itself.

Wood & Nathan Company

Number 1 Madison Avenue

New York City

"Globetypes"

Electros From Halftones

The Best the World has Ever Seen

BETTER electrotypes at the regular price mean in addition to superior results in printing, a saving in the make-ready, that if compared with the usual "idle-press" time, may be greater than the cost of the electros.

The **Globe Engraving and Electrotype Co.'s** electrotypes and nickeltypes are absolute reproductions of the original forms or cuts.

The buyer of printing should have a decided interest in the quality of the printer's product. To insist on **"Globetypes"** is an insurance to that end.

Perfect electros are a matter of supreme concern to the printer, as good printing without superior materials to work with is an impossibility.

The printer who has once used **"Globetypes"** will not be satisfied with electros that are an iota less than absolutely perfect duplicates of the originals.

In considering the claims of any special process, in addition to price and quality, the condition of the type and cuts when returned should not be overlooked. It is of importance to the printer and his customer, that forms for electrotyping should not be subjected to a process that will break the type or crush the cuts.

The **"Globetype"** quality is made possible by an apparatus evolved and patented by one of the company. There is not another like it in the world.

The price for **"Globetypes"** is the standard price for electros from halftones—no more.

The evidence of a **"Globetype"** from a 400-line halftone (160,000 dots to the square inch) printed with the original for comparison, is to be had for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

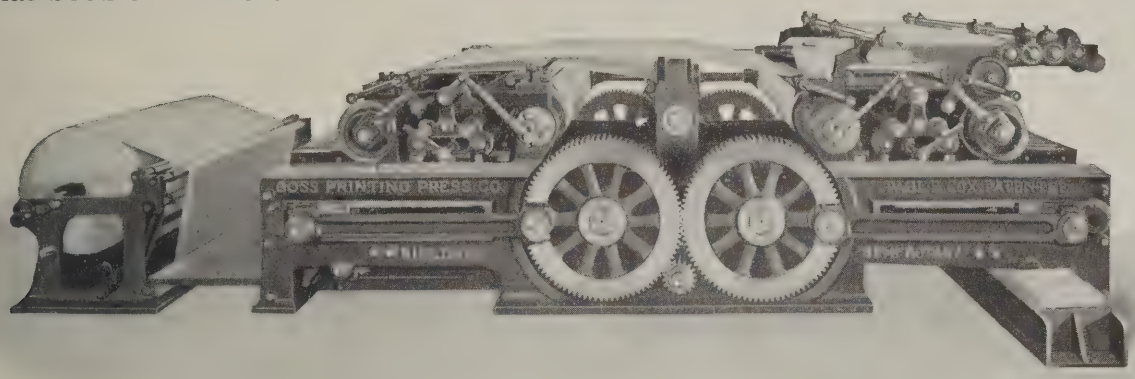
407-427 Dearborn Street, - - - - - Chicago

Our scale of prices for Halftones, Zinc-Etchings and Electrotypes is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This adv. is printed from a "GLOBETYPE."

THE NEW SEMI-ROTARY FLAT BED WEB PERFECTING PRESS

Prints from type or plates. Built in two sizes to print either 4 or 8 pages or 4-8 or 12 pages of a standard seven column newspaper from one roll—requires but TWO INKING FOUNTAINS and TWELVE COMPOSITION ROLLERS (which are all interchangeable), has counter-balancing moving type beds (moving in opposite directions) ROTATING CYLINDERS, tapeless in and out feed, AUTOMATIC WEB TENSIONING DEVICE, CONTINUOUS MOVING PAPER, and many other new features which insure a steady running reliable press, one in which the web breaking has been eliminated.



PATENTED

The New Semi-Rotary Flat Bed Web Perfecting Press

The Press is Right. The Price is Right.

Read what users have to say after year's steady use:

Bakersfield, Calif. Oct. 16th, '09.

Gentlemen:

In April of this year we installed an eight-page press of your manufacture in our office, and at this writing it affords us sincere pleasure to state that the press has given the very best satisfaction, It has not given us the slightest trouble, and from the date of installation until now the web has not been broken or the ink rollers removed. The way the press pulls the web of indifferent paper throngh the machine is marvelous. The impression is excellent and the register absolutely perfect. The inking device, which throws the rollers in or out of contact, is a marvel of simplicity and results in a great saving of time, The ability of the press to print on heavy book paper without offsetting should commend the machine to book publishers.

In conclusion, we are more than pleased with the press, and are proud that we own one. We cannot say too much in commendation. It more than meets every expectation.

With best wishes for the success of the Semi-Rotary press, we remain, Yours very truly,

THE ECHO PUBLISHING CO.

(User of eight page machine.)

San Francisco, California, January 18.

Gentlemen:

After one year's most successful test, cannot refrain expressing our thorough deep satisfaction, press which works perfectly, iu every respect beyond our expectations. We wish your company greatest success which cannot fail with such wonderful machinery.

L'ITALIA PRESS CO.

(User of 12-page machine.) E. Patrizi, President.

The New Semi-Rotary Press is now being manufactured by

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
METROPOLITAN BUILD'G.

Factory and General Offices:
16th Street and Ashland Avenue
CHICAGO, ILL., U. S. A.

LONDON OFFICE:
No. 93 Fleet Street
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Simplex Press

BEATS THE REST

Good Workmanship and Material. Trip or Throw Off. Printed Side Up Delivery. Few Working Parts. Power Fixtures and Hand Attachment on Each Machine. Requires no Expert to Erect or Operate.

Six-Column Folio (Guaranteed Speed 1200 per Hour) **Price, $450.00** **Six-Column Quarto** (Guaranteed Speed 1000 per Hour) **Price, $550.00**

BEST VALUE OF ANY LOW-PRICED PRESS MANUFACTURED. FULL INFORMATION AND LITERATURE SENT BY CHICAGO HOUSE OF

KEYSTONE TYPE FOUNDRY, 529 Wabash Avenue, Chicago

THE NATIONAL LINE

NATIONAL ROTARY PERFORATOR — Four Sizes—20, 24, 28 and 30 inch—with or without Crimping, Scoring and Slitting Attachments—Can be equipped for Self-Contained Motor Drive, Line Shaft or Individual Motor.

INDEPENDENT ROTARY CRIMPER—SCORER AND SLITTER:—NO PERFORATING — Taking stock up to 24 inches wide.

NATIONAL AUTOMATIC PROOF-PRESS — A Galley Proof-Press—Feeds, Inks and Cuts Automatically.

NATIONAL ROTARY CUT SURFACER — Produces a smooth, true surface. Takes any size cut up to 10 inches square or to 14 inch diagonal measurement.

NATIONAL TYPE-HIGH GUAGE — Indispensable for determining whether cuts or electros are type-high—For locating high and low spots.

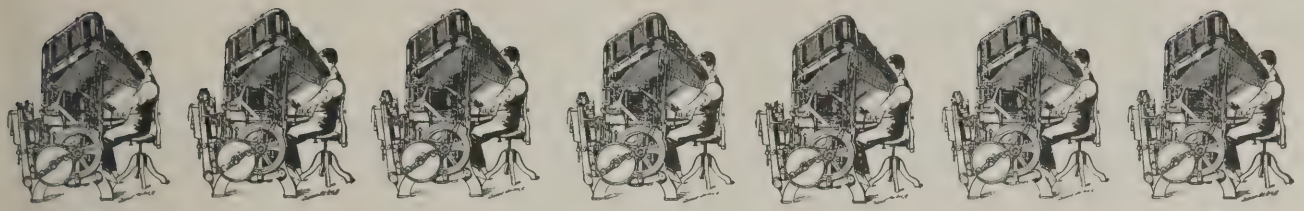
Write for more detailed information

National Perforating Machine Co.

Manufacturers of Printers' Machinery

2208 Campbell Street - - - - KANSAS CITY, MO.

FOR SALE BY ALL DEALERS



600 WISE PUBLISHERS 600

Are setting more matter
Cutting down their pay rolls
Issuing better papers, and
Making more money with

JUNIOR LINOTYPES

35 wise ones ordered Juniors in March
36 wise ones ordered Juniors in April

You'll Have to Hurry

If you want to be among the first 1,000

❁ ❁ ❁

PRICE $1,500

Sold on terms so easy that they pay for themselves

Mergenthaler Linotype Company

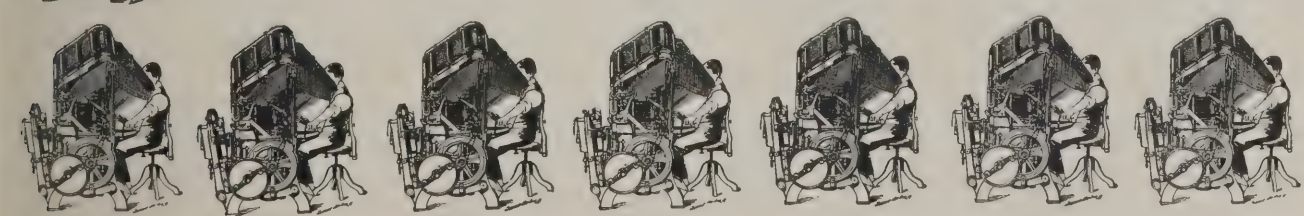
Tribune Building, New York

Chicago: 521 Wabash Ave. San Francisco: 638-646 Sacramento St. New Orleans: 332 Camp St.

Melbourne, Sydney, Wellington, Mexico City: Parsons Trading Co.

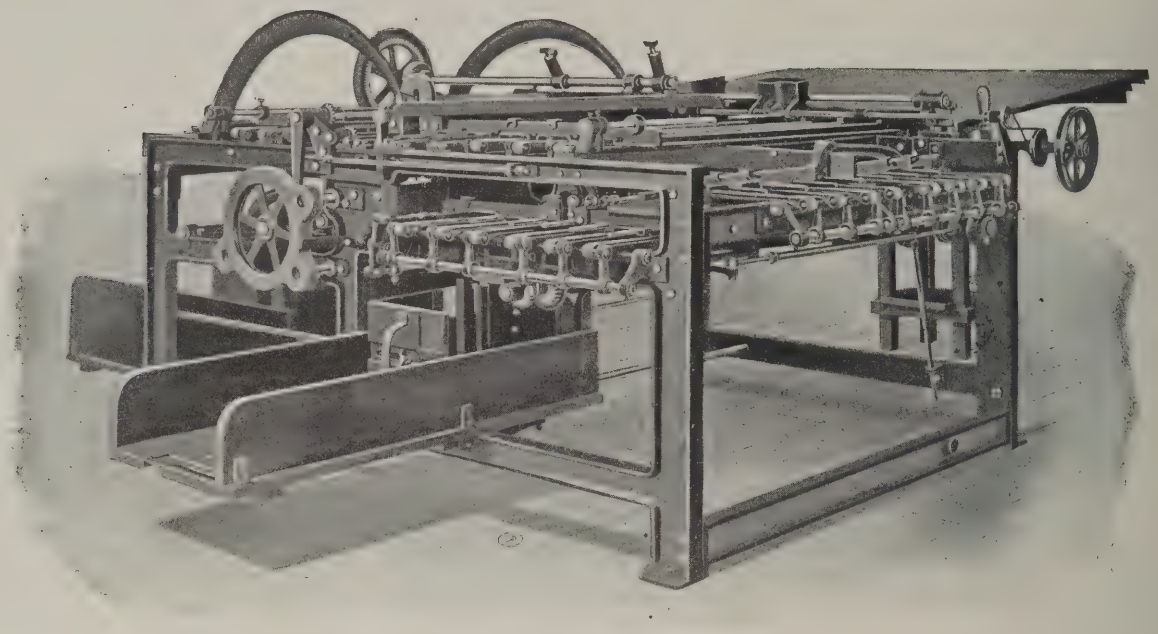
Toronto: Canadian Linotype, Limited, 35 Lombard St.
Stockholm: Akt.-Bol. Gumaelius & Komp.
St. Petersburg: Leopold Heller

Buenos Aires: Hoffman & Stocker
Rio Janeiro: Emile Lambert
Havana: Francisco Arredondo
Tokio: Teijiro Kurosawa



When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO
ERIE, PENNSYLVANIA

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
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MANUFACTURERS OF HIGH-GRADE PRINTING INKS

New York
59 Beekman St.

Chicago
357 Dearborn St.

San Francisco
653 Battery St.

Seattle
411 Occidental Ave.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

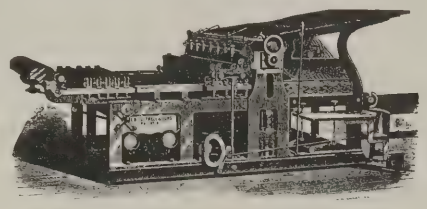
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

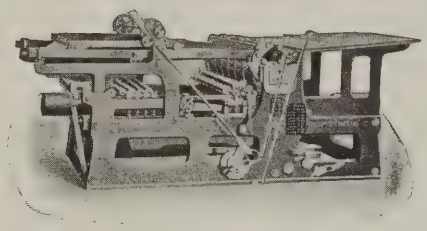
CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA
KANSAS CITY, MO. - MINNEAPOLIS

COTTRELL
Two Revolution, Rear Tapeless Delivery
Table Distribution
Newspaper and Job Machines



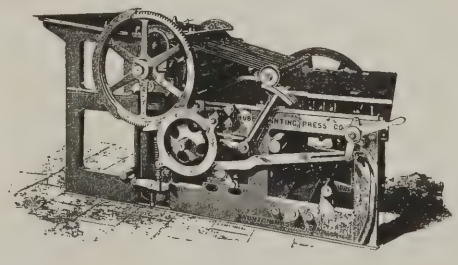
No. 40, bed 35x52; prints 4 pages, 6 column
62, bed 47x60; prints 4 pages, 8 column
73, bed 38x55; prints 4 pages, 7 column
229, bed 26x37; prints 2 pages, 7 column

OPTIMUS
Two Revolution, Front Delivery
High Grade Job Machines



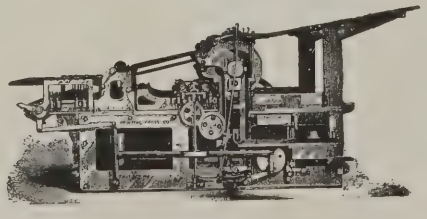
No. 55, Bed 39x55
No. 228, Bed 29x43

PONY HUBER
Two Revolution, Front Fly Delivery
Table Distribution, Improved Crank
Movement, Fast Job Machine



No. 197, bed 25x35

HUBER
Two Revolution, Front Delivery
Table Distribution
High Grade Job Machine



No. 180, bed 37x52; prints 4 pages, 7 column
66, bed 37x52; prints 4 pages, 7 column
216, bed 29x43; prints 2 pages, 7 column

JOHNSONIZED
Printing Machinery

These machines are guaranteed to be rebuilt in a proper manner, and for all practical purposes, to be as good as new, and to do as good printing as they ever did. All worn and broken parts replaced

Write NOW for the "Big List" of
JOHNSONIZED
Printing Machinery
showing a stock of 45 rebuilt Drum and Two Revolution Pressses of all sizes and styles. Six floors filled with bargains awaiting you

Complete stock of H. C. Hansen Independent Type Foundry Type, Standard Line, Copper Alloy; also in stock all standard makes of new material; complete outfits specialty

C.I.Johnson Mfg.Co.
Saint Paul :: Minnesota

Most Complete Stock of Printing Machinery in Northwest
Northwestern Agents for New Scott News and Job Drum

Set in HANSEN Lining Caslon Full Face J.A.K.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

THE MAN WHO KNOWS

Ullman's Inks
Usually knows enough
To buy them.

This advertisement
Is meant for those
Who need
Doubletone Inks and
Ullmanines.
But don't know it.

SIGMUND ULLMAN CO

NEW YORK PHILADELPHIA
CHICAGO CINCINNATI

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

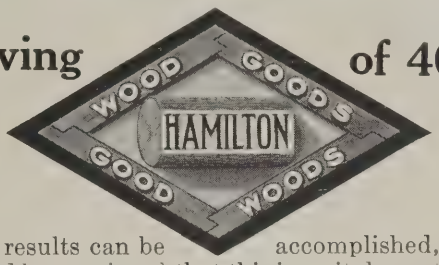
Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

has revolutionized thousands of composing-rooms and helped to put those establishments on a profit-earning basis. There yet exists several other thousands of printing establishments equipped with antiquated furniture. To the proprietor of every such office we want to put this question:

What would a saving of 40 per cent in floor space and a large saving in labor mean to you?



If you doubt that such remarkable results can be accomplished, read the testimonial on this page and many others we have shown, and be convinced that this is a vital question pertaining to YOUR business.

THE HAMILTON MANUFACTURING COMPANY:

Gentlemen,—Since installing your new Stands, Stone, Tables and Sort and Galley Cabinets, we find they are great labor-savers, being so built that employees do not conflict with each other at any time. Then, too, they are compact, saving about 40 per cent space, which is an item in all large composing-rooms.

The Stands are as near dust-proof as can possibly be made, and are, therefore, protectors of the delicate face of the types to a great extent.

Being well built and neat in appearance, they are a big improvement over the old-style composing-room furniture.

Very truly, GEO. E. GEISTWEIT, Supt. Composing-room, WM. GREEN. NEW YORK CITY.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

A word to us or to your nearest supply house will bring an expert to your establishment who will show you what can be accomplished in YOUR plant. It will be up to us to show you possible results.

If you are interested in this vital question of composing-room equipment, send for a copy of "Composing-room Economy." It shows the floor plans and tells graphically of the results accomplished in more than thirty representative plants.

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Juergens Bro's. Co.

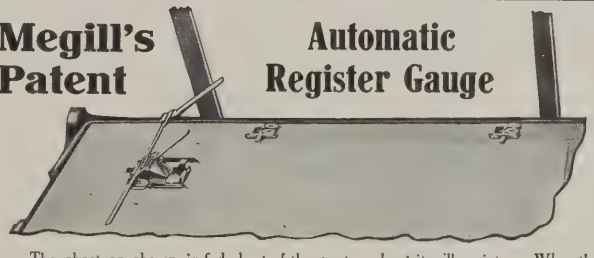
Designers and Engravers

Electro Stereo and Nickle-Typers
167 Adams St.
Chicago.

Telephone Franklin 460
Private Exchange All Depts.

The only Engravers and Electrotypers within the loop.

Megill's Patent Automatic Register Gauge



The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

Cutters That Cut

will give you more work and better work.

Royle makes that kind.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery

Ample Galley Equipment at Least Possible Cost

LITTERED-UP composing stones, pied type, damaged material,—consequently wasted time and a direct money-loss may be traced to an inadequate galley equipment A sufficient number of the expensive brass galleys to provide ample galley space means the expenditure of a lot of money. For general use—especially storage purposes—it is CERTAIN that CHALLENGE PLATE-ZINC and GALVANO STEEL GALLEYS offer the MOST ECONOMICAL solution to the galley problem. They will save you from fifty to seventy cents on the dollar. Note the following prices:

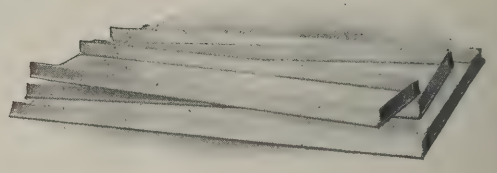
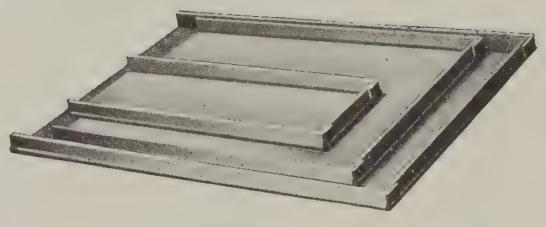


PLATE-ZINC GALLEYS are strong, smooth and built to last Suitable for proof-taking.

Galley	Galvano Steel	Plate Zinc
Single Column.....each	.35	.53
Single Column, half-length..... "	.26	.42
Double Column..... "	.36	.70
Triple Column ..... "	.53	.91
Job 6x10"..... "	.30	.56
Job 8¾x13"..... "	35	.67
Job 10x16"..... "	.50	.91
Mailing, Single Col..... "	.36	.67
Mailing, Double Col..... "	.38	.84

Special sizes made to order at proportionate prices



GALVANO STEEL GALLEYS are made from specially galvanized sheet steel. Suitable for storage purposes.

Sold by Dealers Everywhere

MANUFACTURED BY

The Challenge Machinery Co.

GRAND HAVEN, MICH., U. S. A:

Salesroom and Warehouse, 194-196 Fifth Ave., Chicago

THE NEWSPAPER DIRECTORY THAT IS DIFFERENT

The American Newspaper Annual and Directory is the only work of its kind publishing statistics gathered from original sources.

It is purchased and followed by general advertisers whose united expenditure for space doubtless exceeds a million dollars per week.

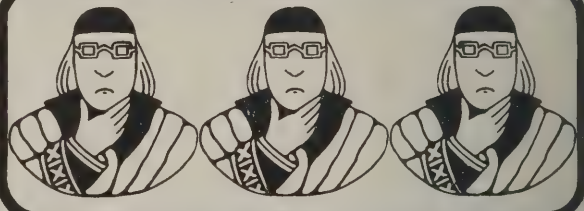
How do you regard this work, Mr. Publisher? If your business is worth while the book which puts you on the advertising map must be worth while also. It would appreciate your support.

N. W. AYER & SON

Publishers

PHILADELPHIA

1910 Edition, combining Rowell's Directory, now ready. Price $5.00. Carriage paid to publishers.



Think It Over!

Nearly 2,000 prominent printers and binders have bought Boston Wire Stitchers during the past six years; not on our say so that Bostons are the most efficient, but because experience with them or investigation among users have proven Bostons to be the Wire Stitchers that yield most profit. Why not make your bindery more profitable by using the BOSTON?

American Type Founders Co

General Selling Agent

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

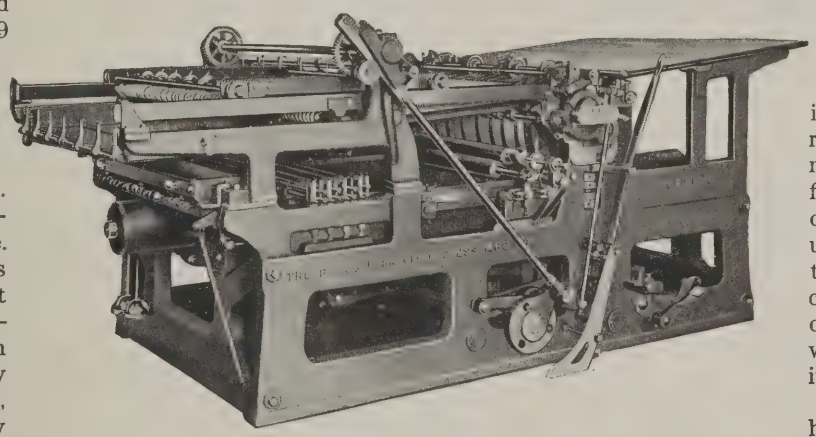
BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

Babcock Pony Optimus

Babcock Pony Optimus

"Our eight (Pony) Optimus presses are at times kept busy on tissue paper, which they usually handle at 1960 per hour. We replaced all other machines with yours."

There are two sizes of the Optimus Pony, and four of each are here referred to. They print 23 by 29 and 24 by 36 sheets, respectively. Their manufacture is specialized; the men and tools employed work on no other presses. This exclusiveness secures superior value. Excellence and fitness make them the most popular of pony two-revolutions. Though two-roller presses, they are capable of rivalling, and do successfully rival, much work done on heavier machines with so-called greater distribution.



Pony Optimus, Feeder's Side.

Practically the Pony Optimus is a big Optimus made small. There is the same simple and speedy ball and socket driving-mechanism—a perfect, rotary, primary motion, reversing the bed by a faultless crank action, and so precise in its operation that no Optimus possessing it has ever been out of register between bed and cylinder; the same relative strength under impression, making it positively the most rigid of small presses; the well-known and effective Optimus printed side up front sheet delivery, of especial value on small work, where sheets of any size or stock are handled without loss of time for readjustments, and as accurately jogged as in the original packages; the direct-acting eccentric cylinder lift, free from rods, springs and complications; air springs, with plungers readily adjusted without use of tool; back-up mechanism; trip, and an exceptionally neat and convenient arrangement for attaching electric motor.

The only notable difference from the big machines is in handling the ink on the table. Here there is plain angle-roller distribution, and nothing else is better on a small machine. The table rollers are small, and easily put in motion by the plate; the rider rollers with which they are provided prevent spinning, increase the inking surface and improve distribution. The vibrator on the three-inch form rollers is geared, and carries two composition riders when needed. For breaking, distributing and carrying ink this arrangement is particularly thorough and effective, and gives the Pony Optimus an inking capacity beyond the average. This, combined with its strength, is the reason why this small machine has printed as fine work as can be done on any press. Some users handsomely print two pages of a seven-column folio newspaper on the No. 4, which fact will give some idea of its rigidity.

No. 3, bed 26 by 32, has two tracks, both of the roller type, and runs easily and quietly at 3000 an hour. No. 4, bed 27 by 39, has four tracks, two of the roller type and two wheel tracks, readily adjusted for taking up wear, and is guaranteed at 2800. Each is supplied with safety gripper mechanism; positive slider mechanism; back-up; trip; jogger; counter; slitter; overhead steam fixtures, or arranged for belt attached electric motor; one set composition rollers; one extra set roller stocks; wrenches; oil cans; hard packing; and is boxed and delivered f.o.b. cars at factory. Belts are not included, nor is any wiring done.

The Pony Optimus has been made and sold for nearly twenty years. The first of the line is still in active and profitable operation. The present press is a great advance on the first, and even better than that of a short time ago; for improvement has been continuous. Fast, strong, quiet, accurate in register, handy, it is the money-maker of the pressroom. It offers economy in production, as necessary in printing as in any other line of manufacture.

The Pony Optimus has demonstrated its worth. It is up to the minute. It does not give trouble, nor does it seem to wear out. Satisfaction in its use is not a matter merely promised; for if the machine is properly handled the satisfaction is guaranteed unhesitatingly.

Babcock Optimus Pony

SET IN AUTHORS ROMAN

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
DRY COLORS AND VARNISHES.
BASOLIO
250 W 27 TH ST NEW YORK

MAKERS OF

SCHRODINE

Art Two Tone Inks

Requiring No Slip-Sheeting

INKS OF QUALITY AND RIGHT PRICES

WE ALSO RECOMMEND KLEENU

KLEENU

Quickly
Cleans
Hands
Kettles
Pots
and Pans

KLEENU

Removes
Printing Ink
Paint
Grime and
Dirt
of any kind

Approved, Adopted and For Sale by

American Type Founders Co., 45 Branches and Agencies
Barnhart Type Foundry Co., 200 Williams Street, New York
H. C. Hansen Type Foundry, 43 Centre Street, New York

And many other stores. Ask for it.

It is a Wonderful Preparation

BASOLIO INK and COLOR CO.

250 WEST TWENTY-SEVENTH STREET
NEW YORK

We Make More Cylinder and Job Press Rollers for Chicago Printers Than Do All the Other :: Roller Makers Combined ::

A few names of leading printers of Chicago, also the number of their presses on which our rollers are used exclusively:

Rand, McNally & Co.	206	Presses
American Colortype Co.	51	"
Regan Printing House	32	"
Armour Printing Works	56	"
R. J. Kittredge & Co.	49	"
W. B. Conkey Co.	64	"
M. A. Donohue & Co.	33	"
Stromberg, Allen & Co.	45	"
Poole Bros.	106	"
Total,	642	Presses

The Buckie Printers' Roller Co.

Chicago St. Paul Detroit

FORTIETH YEAR
Established 1869

Our Inks Are Known Wherever Printing Is Done

H. D. ROOSEN CO.

Fine Halftone, Cut and Book
BLACK INKS

We manufacture and sell more Fine Black Inks than any three other firms combined.

BROOKLYN, N. Y. TORONTO, ONTARIO CHICAGO, ILL.

PRINTING PRESS PROFITS

WITH THE AUTOPRESS

MANUFACTURED BY
THE AUTOPRESS CO
M. D. KOPPLE
PRESIDENT
299 Broadway, NEW YORK

THESE TELL THE TALE

Here are a few of those who have already installed Autopresses. Get their opinions:

Buffalo, N. Y., J. H. Dean Co.
Lowell, Mass., Courier-Citizen Co.
Madison, Wis., Democrat Printing Co.
New Bedford, Mass., W. H. Collins Co.
Minneapolis, Minn., McIntyre & Dahlen
New York City, N. Y., Stettiner Brothers
Topeka, Kas., Hall Lithographing Co.
New York City, N. Y., Germania Ins. Co.
Cincinnati, O., S. Rosenthal & Co.
Youngstown, O., Youngstown Printing Co.
Wheeling, W. Va., West Virginia Printing Co.
Haverhill, Mass., Wade Printing Co.
New Haven, Conn., Geo. D. Bone & Son
Chicago, Ill., Rosenthal Brothers
Newark, N. J. Prudential Insurance Co.
Meadville, Pa., Messenger Printing Co.
L. I. City, N. Y., Martin Berger
Brooklyn, N. Y. Brooklyn Daily Eagle
New York, N. Y., N. Y. Life Insurance Co.
Saint Joseph, Mo., Chapman Printing Co.
Philadelphia, Pa., Frank M. Acton Co.
St. Louis, Mo., The Mangan Press
Montreal, Canada, The Gazette
L. I. City, N. Y., L. I. Star Publishing Company
Troy, N. Y. W. H. Brown
Fort Smith, Ark., Weldon, Williams & Lick
Pittsburg, Pa., C. S. Edman
Newburgh, N. Y. Newburgh Evening Ne\
Troy, N. Y., Troy Times Art Press
Boston, Mass. The Leavitt Press
New York City, N. Y., The Peck Press
Hartford, Conn., R. S. Peck & Co.
Seattle, Wash., Sunset Printing & Calendar Works
Brooklyn, N. Y., Guide Printing & Pub. Co.
New York City, N. Y. Latimer Press
Newark, N. J., Essex Press
Boston, Mass., L. Miller Company
New York City, N. Y. John A. Phillips
Pittsburg, Pa., O. R. Roschie
Rochester, N. Y., Franklin Printing Company
Long Island City, N. Y., Am. Drug. Syn.

THE AUTOPRESS DOESN'T *COST* MONEY—IT *SAVES*

The AUTOPRESS prints from type forms or flat plates—at a general speed of 5,000 impressions per hour. It will *automatically* feed cardboard up to 140 pounds and paper in sheets generally used in commercial printing, thicker than french folio. The bed is 12⅛ x 17 inches, taking stock in sizes up to 11 x 17, and covering a form 10⅛ x 16¼ inches.

If you do not install an Autopress today, you will later on—after your competitor does.
Don't follow—why not lead?
The Autopress may be purchased on terms to suit the convenience of the buyer. No money coming to us unless it accomplishes what we claim for it.

THE AUTOPRESS COMPANY

M. D. KOPPLE, *President*

CHICAGO OFFICE
315 DEARBORN ST.

NEW YORK OFFICE
299 BROADWAY

BOSTON OFFICE
176 FEDERAL ST.

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Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

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Toronto, Can.
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City of Mexico, D. F.
Chicago
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Havana, Cuba
London, Eng.
St. Louis
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Buenos Aires, S. A.

THE AULT & WIBORG CO
HIC ET UBIQUE
Manufacturers of
LETTERPRESS and LITHOGRAPHIC
PRINTING INKS
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BUFFALO
PHILADELPHIA
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ZINCOLOGY

"All about Zinc Plates"

That's what our booklet "ZINCOLOGY" tells

¶ It explains in detail the process of Printing from Zinc Plates, gives numerous useful formulas, etc.

¶ Write for a copy.

¶ We have recently installed a ZINC PLATE DEPARTMENT and are now ready to furnish the trade with Zinc Plates in any size and any style grain, at 15c. per square foot, grained.

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New York ∴ Chicago ∴ St. Louis ∴ Buffalo ∴ Philadelphia
San Francisco ∴ Minneapolis ∴ Toronto, Canada ∴ Havana, Cuba
City of Mexico, D.F. ∴ Buenos Aires, S.A. ∴ Paris, France ∴ London, E.C., Eng.

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, June, 1910 | Number Six

SUCCESSFUL ANNUAL CONVENTION OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION

The Whole Field of Newspaper Making Instructively Covered

DISCUSSIONS had, papers and reports presented and business transacted at the Convention of the great organization whose membership is made up of the owners, publishers, and managers of the leading dailies of America, form an annual event of great importance to all newspaper-makers and employing printers.

The organization had its origin from the National Editorial Association, the chairman of a committee appointed at the annual convention of the N. E. A. at Cincinnati in 1886, for a plan of business features and co-operation, first moved in the new organization, as will appear further on.

The first meeting of what has grown into the American Newspaper Publishers' Association, was held at Rochester, N. Y., the second in Indianapolis, Ind. After that a permanent business headquarters was established in New York City, where subsequent conventions have been held. It was in the original plan that the N. E. A. should have such a headquarters with branches in four other cities, but it became largely an educational, unifying and social force rather than a business body, though the business feature may yet be developed. It is certain that there should be closer co-operation between the two organizations, though they have acted together in the past as to securing just libel laws in the different States and in matters as to the tariff on print paper and wood pulp, and in the opposing of unjust, monopolistic combinations among paper manufacturers.

The annual meeting of the A. N. P. A. held at the Waldorf Astoria, New York City, April 27th, 28th and 29th was signalized by the large attendance, from every portion of the country, of representative newspaper-makers and forwarding the work, began years ago and persistently followed up to the present time. All the New York trade papers, especially *The Fourth Estate, The Editor and Publisher, Newspaperdom* and *Printers' Ink* paid great attention to the convention this year and did most valuable and helpful service and are entitled to highest praise and credit.

The following editorial summary given by the *Editor and Publisher,* will be found interesting and enlightening to all the readers of the NATIONAL PRINTER-JOURNALIST, though we have dwelt on these matters, from year to year, ever since the meeting in Indianapolis in 1888, where this paper was then issued:

BIG THINGS DONE BY THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

By process of development, beginning with the year 1887, when the American Newspaper Publisher's Association was organized, the annual meeting of this organization, has grown to be the most important class event of the year to the publishers of the nation.

From the little body which met first at Rochester, N. Y., in 1887, the association has grown to include three hundred of the leading publishers of the country and has become a powerful national institution.

The object of the organization is stated in Article II of the By-laws:

The purposes of this incorporation are: To provide a common agency for gathering and disseminating information of value to publishers of reputable newspapers; to protect them from irresponsible customers; to act as agent or attorney in fact for corporations and individuals in all transactions in which corporations or individuals may lawfully engage and employ an agent or attorney in fact, and to render such other assistance or service to its stockholders as may be within its corporate powers.

Events of the past year more trenchantly than ever pointed to the necessity of a practical organization of publishers for mutual business interest, and more than justified the combined activity of the members of the A. N. P. A. in behalf of the entire industry.

The remarkable campaign conducted by the association to bring about a more equable adjustment of the price of white paper was the leading work of the past year.

The discussion of this subject by Congress during the consideration of the Payne-Aldrich Tariff bill attracted the attention of the whole country, and of most of the publishers in foreign countries. It is directly due to the A. N. P. A. that tariff duties on white paper were reduced.

While the reduction of the cost of white paper seemed to be the main purpose of the organization last year, chiefly because of the intenseness of the controversy, many other matters of vital concern to the publishers were handled and developed.

The labor bureau continued its quiet but effective work, and strengthened the concord between publishers and their mechanical workmen. Nearly four hundred arbitration agreements are standing.

The system through which advertising agents are made known and recognized by the association has been perfected.

It has continued to steadily influence the Legislatures of the various States toward harmony and uniformity in enacting and revising libel laws.

It has been quick to discover evils and to search for remedies. The evil of the "press agent" had grown to such size that it was made a salient feature of the association's program of reform. The officers have gathered data and opinions upon this subject for presentation to the present convention. The publishers of the whole country will watch with keen interest the action of the A. N. P. A. in dealing with this problem.

Altogether, the gatherng of publishers this year brings a spirit of forceful optimism and looks out upon a field throbbing with new life and prosperity.

This is just a brief epitome of what intelligent newspaper-makers have accomplished by wise, legitimate co-operation, but *Printers' Ink* advocated still broader and more systematic work and, to this end, presented a number of contributed articles by leaders in the calling, on timely subjects, and advocated editorially a closer organization as to advertising business. Among these contributed articles, a prominent advertising agent wrote on the topic: "The Strong Reasons Why Good Agents should Unite," and said: "The agent represents both the advertiser and the publication, and this twofold representation is business-like, and consistent with the purpose of advertising." But he bewails the fact that, "The inefficient and irresponsible agent is one of the pests of the advertising world. * * * * In the newspaper field he can be studied as a phenomenon in full career. A friend of mine—an advertising agent—is of the opinion that a man, with about $20 in cash, can rent desk room on Fifth Ave., New York, have some nice letterheads printed, with his own name as advertising agent on them, and send out orders broadcast to newspapers with chances in his favor of having fifty per cent of them accepted."

There is no doubt but that the A. N. P. A. has done excellent work in the preparation of a list of reliable agencies, and through reporting to its members as to the reliability of advertisers, but it is also evident that much more of needed work along these lines, for the protection of newspaper publishers, still remains to be accomplished. Another article is on the subject, "The A. N. P. A. as a Watch-Dog of Credits and Agents," in which it is developed that not only "The advertiser and the agents who, deliberately or involuntarily, fail to pay must be guarded against for *the sake of the advertising in general,* and publishers in particular," but also the "semi-incompetent, financially wobbly and wholly non-creative parasite."

Advertising has become a profession, and it is one of the most difficult. Agents, now, are not only expected to arrange for space in publications, but to see to it that the space is so used as to bring results. The publisher is just as much interested, or ought to be, in the profitableness of ads in his paper as is the advertiser. If there is no gain to the advertiser, his money is secured without returning any consideration and the advertising contract will not be renewed.

Herbert F. Gunnison, Business Manager of the Brooklyn, N. Y., *Daily Eagle,* is quoted as saying, among many other pertinent things, in an interview, after tracing the development of better business habits among newspaper publishers, with much credit for the improvement to the A. N. P. A.:

"Newspaper publishers today clearly understand that they are sinning against their own welfare in not protecting the agent and in allowing any roaming advertiser to get away with a lower rate than is given the agent. They know that their concern, taking a broad view of the matter, is one with every other newspaper proprietor. The man in Waco, Tex., doesn't any longer think that he can paddle his own canoe, and the other fellow in Bangor, Maine, can paddle his. They are both in the same big boat and must pull together.

"I know of some papers that gave a lower rate to some advertisers than to others. I know also that when the higher rated ones found this out—and they always find such a thing out sooner or later—they insisted that the papers give them a rebate. One rebate check drawn by a publisher amounted to several thousand dollars. Bumps of this kind make the publishers realize that a hope for better order is not entirely a dream of idealists."

Advertising and Selling Magazine also had a timely article under the caption, "Wanted—A Leader," replying to a previous article on the "Advertiser and the Agent," and advocating a better understanding and the getting together. All this was along lines of suggestions, but now as to the work of the convention. Most of the sessions were with closed doors and we reached New York Thursday at 10 P. M., so we were not able to be present, even at the famed banquet, when New York's Mayor arraigned a New York newspaper in words, the publication of which caused W. R. Hearst to bring libel suits with aggregate damages claimed of a million and a quarter.

Editor Ernest F. Birmingham, who has been pushing *Fourth Estate* forward for sixteen years or more, with an energy and persistency that has won success, deserves special credit for the thorough manner in which he handled the proceedings of the convention and all matters connected therewith. From the issue of *The Fourth Estate* of April 30th, we glean all that we deem of especial interest to NATIONAL PRINTER-JOURNALIST readers, occurring up to Thursday:

With one of the greatest attendances on record in which were representatives of every state and territory in the Union, Canada and Mexico, the American Newspaper Publishers' Association and the Associated Press held their meetings in New York this week.

The Waldorf-Astoria as usual proved the center of attraction, for it was there that the meetings were held.

Following the roll call the association went into executive session and the routine business was cleaned up. This included the reports of the board of directors, treasurer, manager, auditing committee, advertising agents' committee, banquet committee, the topics committee and the budget committee.

GOOD REPORTS.

All showed the association to have had a successful year in every way. The treasurer and auditing committee in their reports showed the association had greatly increased in the way of finances, and the board of directors and manager showed the great work the association is doing for its nearly three hundred members and the high appreciation shown for it.

The reports of all other committees also showed fine accomplishments. Then there were open discussions on advertising. The following points were touched upon:

Shall the A. N. P. A. publish edition of the list of "General Newspaper Advertisers," and how shall the expense be met?

Shall not formal objections be filed by this association with the United States Government against its advertising through an irresponsible agency?

What papers are giving agentss' commissions to the Standard Oil Company? Do any papers get the advertising without doing so?

Has the time arrived for the A. N. P. A. to undertake a vigorous campaign of advertising for advertising?

The question as to the government's way of placing its advertising aroused a very interesting discussion in which part was taken by many of the members. In the end it seemed to be the general opinion that it would be more favorable to all concerned if the government would place its advertising direct and not through any agency.

FREE PUBLICITY.

The committees on libel and press agents presented their reports of the past year's work in the afternoon. A wide discussion on free publicity followed the report of the press agents' commission, in which the methods of many firms for obtaining advertising were thoroughly denounced.

The discussion of the topics under the heading of "Advertising" was then resumed. Many interesting opinions and much discussion were aroused by the consideration of the following:

How should a "double-truck" advertisement be measured? Should it be charged as two full pages Or, should an additional charge be made for the space of the center margins, or "gutter?"

Has the discussion of the "press agent" problem at the last annual meeting and subsequent action by our members served to reduce that evil?

Are all members who have tried the cash discount to advertisers and agencies satisfied with the way it has worked out? Would any member who has tried the cash discount abandon it now and go back to the old method?

What is the extent of the newspaper's right to reject advertising copy where current rate is offered and matter is not libelous, obscene or fraudulent? Are there any legal rulings making newspapers "common carriers" as to advertisements?

Have any members heard of a proposed scheme to establish an advertising agency which will place the advertising of the trusts and kindred big interests and which will withhold the business from all papers whose editorial policy is objectionable to the so-called "money power?"

Should an advertiser who makes an annual contract through one agency be allowed to place part of his copy through other agencies and be given benefit of the lower rate earned upon the aggregate space placed through all? Who would be responsible to the newspapers for a short-rate in such a case and how could it be collected?

"STOP KNOCKING."

A Canadian member who wanted to see how things are done on this side of the border proposed the discussion on the question, "Does 'knocking' one's opposition really create business?" This aroused a widespread interest among all present, and before the matter was very old all were of the opinion that the less "knocking" done will prove to the advantage of the whole newspaper industry. It was thought that the newspapers ought to take as models the publishers of national magazines who, when in search of business, work to start a general campaign for the whole magazine field and do not try to keep business from a contemporary, as is frequent with the newspapers. "Knocking" was voted the worst possible method for a newspaper publisher to use for the sake of getting business.

Several members asked for a report of the tests and workings of the electric dry matrix process, used by the Pittsburg Post during the past year. This was fully explained.

A proposition was made that the members of the association get together and form a mutual insurance system, by which all their plants would be protected against damage by fire. Elbert H. Baker general manager of the Cleveland *Plain Dealer*, explained the project, and a committee was appointed by the president to consider the matter and present a report in the morning.

Then the following matters came up:

Why should newspapers continue to review books without remuneration?

How many newspapers doing business as corporations have changed to individual ownership in consequence of the Federal Tax Law?

Discussions of "mutual state news associations." Also on the state news problem.

Instead of so much academic discussion of topics at our annual meetings, can uniformity of action be secured by passing a series of resolutions and codifying same for the guidance of its members?

Suggestions for possible improvement in the association's bulletin service relating to the placing of business by advertisers and agencies.

In connection with the report of the standing committee the following topics were presented for discussion:

Resetting of matrices (waste).

What is the process of exacting a full eight hours from press crews? Also from stereotypers?

Is there any limit to the constant increase of wage scales?

Can a local priority law be successfully combatted?

Are any schools being established to teach practical printing in all its branches?

Have any newspapers other than those in San Francisco been pestered by the formation of unions of subscription solicitors and newspaper carriers?

On what basis is depreciation on plants figured?

What saving of floor space and increased output has been gained by the New York *World* by installing its new press?

What legal right has the Postoffice Department to make any regulations as to the credit given to a subscriber?

Have the Iowa Associated Dailies met with success in insisting upon cash in advance for mail subscriptions?

How can we eradicate the abuse of agents rebating their commissions to advertisers?

Is it possible to abolish all agents' commissions and have a flat rate for advertisers and agents.

As to the sessions of Thursday and Friday *The Editor and Publisher* had the following:

The last business was the election of officers. All the officers were re-elected, as follows:

President, Herman Ridder, New York *Staats Zeitung;* vice-president, Bruce Haldeman, Louisville *Courier-Journal;* secretary, Elbert H. Baker, Cleveland *Plain Dealer;* treasurer, W. J. Pattison, New York *Evening Post.* The board of directors re-elected Lincoln B. Palmer as manager.

The important business on Thursday was the report of the Committee on Paper, submitted by Chairman John Norris. This report was, in part, as follows:

Gentlemen: A strike in the mills of the International Paper Company has disturbed market conditions and reduced output. Prices of news print paper for transient needs have advanced approximately $9 per ton within the last five weeks. Publishers are bearing the burden of this industrial warfare. The paper mills that are not affected by the strike have prevented a shortage in stock by utilizing their previously unused capacity. They have taken up all the slack there was in the trade. New production to the extent of 320 tons per day is coming upon the market. The very considerable advance in price has also diverted some paper machines from other kinds of paper to news print paper. Some Canadian mills are paying the regular tariff of $3.75 per ton, and the countervailing duty of 35 cents per ton and the retaliatory duty of $2 per ton additional—a total of $6.10 per ton in tariff dues for admission to the American market in order that they might profit by this dispute of the International Paper Company with its employes. There is a report of an importation of news print paper by publishers from Germany to relieve this market. Paper is also coming from Norway.

RECIPROCITY WITH CANADA.

President Taft and the Canadian authorities have arranged to confer soon upon the adjustment of trade relations between the two countries, and it is barely possible that some sort af a reciprocity arrangement may be made in the summer for ratification by Congress next winter. Meanwhile, vast interests are held in suspense. The cost of paper to publishers, involving an outlay of approximately fifty million dollars per annum, is left to the uncertain decision of special interests in Congress. The American Newspaper Publishers' Association should urge prompt action in removing this menace. A delay until next winter will bring millions of loss to newspapers. The matter should be settled now.* * *

New Production.

Reports have been received of new production to the extent of 320 tons in the United States and 165 in territories that affect this market. The shipment of news print paper from Norway to Gulf ports and relief from oppressive charges of paper-makers has been promoted

by pointing out to foreign paper-makers that the freight rates from the Baltic to Gulf states were no greater than from New York to Gulf ports.

Plans for establishing harbor mills in New York and Philadelphia are in contemplation by publishers of those cities.

STANDARDIZATION.

Progress has been made toward a standard width of paper. One hundred and forty-five members of the American Newspaper Publishers' Association now use the 67-inch width, or its divisions, or are equipped to use it in case of necessity. One hundred and fifty other newspapers have reported that they do use, or in case of necessity they could use, some of those widths. Many members using sizes other than standard have incorporated in their contracts an option to go to standard.

TESTING.

In addition to equipping the paper bureau with apparatus to test the bursting strain of paper and to accurately weigh the paper upon scales corrected by government standard, arrangements have been made with the Little Laboratory, of Boston, and with the Electrical Testing Laboratories, of New York City, to measure the color of paper samples and to make other examinations of paper samples when required.

POOLS.

The Department of Justice is investigating contracts of the paper-makers, substantially all of which restrict the use to which publishers may apply their paper.

The Box Board Paper Pool, one of the parasites of the American Paper and Pulp Association, were indicted in the United States Courts for restraint of trade, and its members were fined. Writs of prohibition were also issued during the year against the former members of the Fiber and Manila Pool.

RECOMMENDATIONS.

The Paper Committee asks the American Newspaper Publishers' Association:

First—To urge the adoption of the Mann Bill (H. R. 12314) "to encourage and promote commerce between the United States and the Dominion of Canada."

Second—To ask the President to give print-paper consumers access to the paper mill reports of daily production, daily shipments and stock on hand, in order that an open market may be promoted.

The Paper Committee recommends the adoption of the form of uniform contract submitted by it. It suggests that members insist upon (1st), a weight basis of 30 pounds for 500 sheets, measuring 24 x 36 inches; (2nd), that the yardage be indicated on each roll; (3rd), that standard colors be adopted when approved by the Board of Directors; (4th), that standards, when approved by the Board of Directors, be established for effective and economical wrapping of paper rolls.

LABOR LEADERS ADDRESS MEETING.

At the afternoon session on Thursday, President James M. Lynch of the International Typographical Union, J. J. Freel of the International Stereotypers' Union, and Charles Smith of the International Mailers' Union, appeared before the meeting and spoke of the cordial relations existing between their organizations and the publishers and expressed their confidence in the continuance of these relations.

PRESS AGENTS.

Friday morning a report was presented by Don C. Seitz of the New York *World* on "Press Agents." In the lively discussion which followed, the practice of "news bureaus" which send out stories concealing advertisements under the disguise of news was severely condemned. A resolution was adopted urging the newspapers in the organization to discourage in every way possible such press bureaus and throw their offerings "on the floor" at every opportunity.

After the election of officers, Mr. B. B. Herbert of the National Editorial Association, on motion of Herbert F. Gunnison, Business Manager of the Brooklyn, N. Y. *Eagle*, was invited to a seat in the convention and requested to address the meeting.

Mr. Herbert was introduced by President Ridder, with complimentary remarks as to his work, and spoke in part as follows:

Mr. President and Gentlemen:—I am gratified over the courtesy you have extended and pleased to have the highly-prized privilege of addressing you on this occasion.

In 1886 at the convention of the National Editorial Association, in Cincinnati, as President of that organization, I appointed a committee on business organization, of which the late W. H. Brearly, then of the Detroit *Evening Journal*, was chairman. Our association is made up of delegates from the different State Associations. It was found that the interests and conditions of the members of our organization, were so diverse, that it was impractical, at that time, to unite then along business lines, as had been proposed, so the chairman of the committee went ahead and with the sanction and aid of Mr. Butler of Buffalo and others, called a meeting at Rochester in 1887, and out of that has grown the great American Newspaper Publishers' Association founded substantially on the plans laid down in my annual address at Cincinnati, so that I feel a sort of relationship with you. Since then I have watched the work of this Association with ever-increasing interest and, after the close of each annual session, I have endeavored to give, as fully as possible, the results of your work, the practical, helpful things brought out as to newspaper making, for the benefit of editors and publishers. If you will look back to the newspapers of twenty years ago you will at once recognize the fact that there have been many improvements, not only in the papers owned by members of your organization but in the press of the whole country. You have won the greater benefits, but you have benefited all and shown many worthy things possible of accomplishment through intelligent co-operation that were deemed impossible.

As I look over your assembly, I am forcibly impressed with the thought of our mortality. I knew especially well those most active in your organization in the early years, Mr. Brearley, Mr. Scott, Mr. Morgan, Mr. Farrell, Mr. Bryant, Mr. Driscoll, and a score of others. All those I have mentioned have passed to the unknown world, and live only in the splendid work thaty accomplished and in your memories. I would like, if time permitted, to speakly briefly of the work of some of these men, but it is enough that they helped in the upbuilding and improving of the newspapers of the country. He who helps to improve a Nation's press does a valuable service for his country. Many of the founders have fallen but you have taken up the work and you are carrying it forward and you are witnesses to the improvements that have been made, and you share in the fruits of the better conditions reached, and what is of more direct interest, in the improved exchequers of your papers. Prosperity is at the very foundation of all progress and all usefulness, and a prosperous, incorruptible, reliable press should not only be a country's pride but is a country's hope.

I thank you."

President Ridder conveyed the thanks of the Association to Mr. Herbert for his remarks. The New York *Times* had the following additional facts with regard to the closing sessions:

In the morning a lively discussion was held on a report presented by Don C. Seitz of the New York *World*, in which "press agents" as represented in bureaus which send out stories concealing advertisements under the guise of news were severely condemned. The association adopted a resolution urging the newspapers in the organi-

zation to discourage such press bureaus in every way possible and throw their offerings "on the floor" at every opportunity.

The association, by unanimous vote, decided to demand of the executive officers of the International Printing Pressmen's Union a strict enforcement of the arbitration agreement, which, it was declared, was now being flagrantly violated in Chicago, where the web pressmen are on strike. The association demands that the charter of the offending local union be suspended and the places of the strikers be filled. A telegram signed by Herman Ridder, President, was at once sent to H. N. Kellogg, the association's Chicago representative, directing him to communicate the association's demands to the union leaders at once.

The association's officers were re-elected.

Free Printing of Envelopes Fight—Opposition in Retreat

The National Joint Committee of the allied printing and paper trades, and of the organized country newspapers of the country and the trade press, on duty a little more closely than ever before at Washington in the crusade to stop the free printing of the individual return request on stamped envelopes, appears to have smoked out still further the efforts of the Merchants' Association of New York to beat the Tou Velle and Nelson bills which would stop this abuse, and of the National Association of Employing Lithographers to interfere, just as effectively though more indirectly, with the efforts of the allied trades by pressing the so-called Lawshe or compromise proposition which would pretend to correct the abuse by another means, but which would not correct it at all.

The testimony of Mr. Myron C. Taylor, president of the Mercantile Corporation of Dayton, Ohio, lately given before the House Postoffice Committee, discloses that "a gentleman named Mr. Eddy in New York is a stockholder (of the Mercantile Corporation) to a small amount." A Mr. Charles Eddy, supposed to be the same person, is a member of the so-called Stamped Envelope Committee of the Merchants' Association of New York, which took up so vigorously the matter of inducing—without any marked success—the various business organizations of the country to oppose the Tou Velle bill.

It also appears that Mr. R. M. Donaldson, treasurer of the Mercantile Corporation of Dayton, is vice-president and member of the Board of the National Association of Employing Lithographers, the organization which through its Board of Directors lately fathered the Lawshe scheme to beat the Tou Velle bill—much to the disgust of certain members of the Lithographers Association, as has appeared from a considerable correspondence which the members of that organization have sent to the Joint Committee in Washington.

One of these members of the Lithographers Association, indeed, has pointed out the Lawshe scheme would simply mean that the present monopolistic contractor in stamped envelopes would soon get all of the lithographed stamped envelopes to produce and thus his monopoly of the stamped envelope business, if it were continued at all, would be fixed the more securely in his hands—thus making the feint, through the Lawshe proposition, of a kind of double-barreled advantage, so to speak, to these influential persons who dominate the Mercantile Corporation and the Lithographers Association at the same time.

The Joint Committee has also been developing the situation in the House Postoffice Committee to such an extent that all of the opposition to a favorable report of the Tou Velle bill, emanating mostly from the chairman of the Committee, Mr. Weeks, and supported mainly by Messrs. Gardner of New Jersey and Fassett of New York, seems to be disappearing, and a favorable report of the bill, if the promises of the friends of the allied trades within the Committee itself may be relied upon, may be expected shortly. Meantime the Joint Committee is pressing for a hearing for the Nelson bill, (exactly the same in its terms as the Tou Velle bill) before the Senate Committee, and if the more influential members of that Committee, like Mr. Penrose of Pennsylvania, the chairman, and Mr. Crane of Massachusetts, will permit, the hope of the Joint Committee would seem to be justified that, with or without a hearing, a favorable report of the Nelson bill might be had shortly. So far as known, there is no opposition among the Committee, except possibly from the two sources mentioned, to a vote upon the proposition to report the bill at any time.

The efforts of the Merchants' Association of New York through Mr. Eddy, if he was the man, to defeat the efforts of the allied printing and paper trades has been neatly and rather thoroughly interfered with by the Philadelphia Board of Trade, which has sent to the various business bodies of the country a very strong resolution favoring the passage of the Nelson and Tou Velle bills, and the opposition of the Lithographers Association, developed through Mr. Donaldson, of the Mercantile Corporation and of the American Lithogpraphic Co., if he is the man, has been at least somewhat interfered with by the rather general and very strenuous objection of the members of the Lithographers Association, who seem to object to having their organization used in such a way for the undoing of friendly organizations with which so many of them are directly connected in several ways and which have always been so friendly to them in their various industrial struggles.

OVER ONE HUNDRED NEWSPAPER STUDENTS FROM TWENTY STATES.

Madison, Wis., May 14.—That 102 students have enrolled in the course in journalism at the University of Wisconsin this year in addition to twenty-six in the course in agricultural journalism, a total of 128 preparing for newspaper work and trade journalism, is shown by the new bulletin now in press.

In the course in journalism thirty-four freshmen began the work this year, coming from fifteen States, including New York, New Jersey, Pennsylvania, Colorado, Montana, Oklahoma, Texas, South Dakota, Indiana, Iowa, Kansas, Illinois, Washington, Minnesota, and Wisconsin. The other States represented by students in the course are Michigan, Missouri, Ohio, Nebraska, New Mexico and Kentucky, together with Mexico. Thus twenty-one States and one foreign country are represented in the course.

There are three graduate students, including the alumni fellow in journalism. Of the others twenty-six are seniors, seventeen juniors and twenty-two sophomores.

The students in agricultural journalism number twenty-six, of whom three are from Illinois, two from New York, one from Missouri, and twenty from Wisconsin. There are two graduate students, ten seniors, nine juniors and four freshmen, together with one student in home economics.

"BEST OF THE TRADE PAPERS."

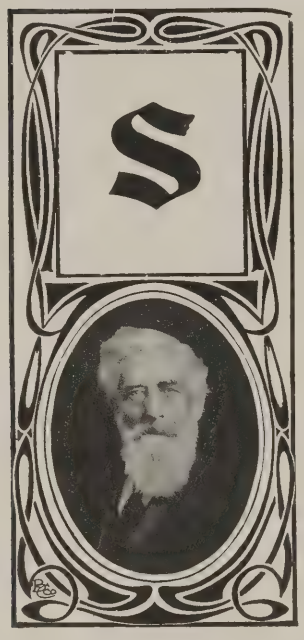
ALBERT LEA, MINN., March 12, 1910.

Mr. B. B. Herbert, Chicago, Ill.

MY DEAR MR. HERBERT:—I always enjoy reading the PRINTER-JOURNALIST, and think it the best of our trade papers, but I wish to particularly congratulate you on the March number. Yours fraternally,

J. P. HURLEY.

EDITORIAL NOTES AND POINTS



IMPLICITY in press and pulpit and on the platform, is the crying need of the age. Men, when they write or speak publicly, seem frequently to hypnotize themselves into a condition of aloofness, unnaturalness or egotistic aspiration for stirring effect, and lose all the genial, direct, sincere, truthful comradeship and good fellowship that belong to private conversation. One should never write or declaim for mere effect but to convey truth, thought or feeling from a true and sincere mind and heart. Herein is eloquence, its opposite is artificial and is not entertaining, edifying or convincing. The actor, in endeavoring to interpret or portray the thoughts or emotions of others, must first learn to be natural, to be, for the time being, the very character that he represents. Mere mechanical writing, speaking or acting is abhorrent and ineffective.

* *

Directness and simplicity and telling the ones addressed what they ought to know are needed not only in the narration of events, or news, and in editorials seeking to interpret the same and to enforce truths and awaken to action but, no less, in all business writing or advertising. The Montreal *Herald* sends out many excellent suggestions to its agents and its patrons and, right along the lines of what we have written, the following, that has reached our table, in the form of a signed, typewritten circular letter, deserves the attention of newspaper-makers and advertisement writers:

"Prices should be quoted where possible. This conveys information at a glance. A newspaper advertisement should be just as explicit as a salesman, the advantage being that while a clerk can talk to only one individual at a time an ordinary issue of a newspaper carries the same story to many. In newspaper advertisements writers frequently shoot over the heads of their readers, often generalizing when pointed and explicit information should be given in exactly the same language that would be used if speaking to a customer, printed matter merely having the advantage of rendering repetition unnecessary, as is frequently necessary when talking to a customer in order to emphasize the good points of the article he is trying to sell."

These directions as to ad-writing, generalized a little, will apply to all effective newspaper-writing—give your readers what they are most interested in knowing, what is most important and useful to them. Be explicit, do not shoot over their heads. Simple language and illustrations, such as you would use in conversation with a friend or when narrating to him an event, or wish to be most informing, pleasing, entertaining convincing and inspiring. Go and learn of the Great Teacher, who walked and talked with his disciples until their hearts burned within them, who illustrated by the objects and processes of nature and the doings of the world around them and the history and the religion that hey knew and that had been taught them from childhood when they retired at night and when they arose in the morning.

Do not go into unknown fields in order to display your broad learning. Today knowledge is so general, that the fields for illustrations, for gathering examples to make narratives pleasing, and for illuminating and enforcing the truths and the philosophy of life and all that pertains thereto, and of government, commerce and all the sciences and industries, are much more extensive than in the past, but keep within these and, as far as possible, keep to those best known, best loved, nearest home, dearest and best cultivated. If you would seek the great mountains, be sure that you have first intelligently led your readers through the foothills and made them to understand and feel the grandeur of the prospect and ready for the ascent, and then, once at the top, without dizziness, blindness or fear, be sure that they are able to search the distant horizon and to understand and enjoy the magnificence of the view, in a way to awaken desire for nobler living and doing.

* *

Elsewhere in this issue, we present the views of a number of men, who occupy high, official positions in the world, as to the modern newspaper press. These opinions, expressed over their signatures, speak volumes as to the broadening influence that the press has exercised upon the minds of men of political power and place, and the press, everywhere, should endeavor to show such worthiness as to deserve the encomiums and retain the entire confidence of all true men and of all lovers of their own countries and of a common humanity. The highest worthiness can only be

reached or retained through entire independence, truthfulness and fearless loyalty to justice, righteousness, equity and the rights of men. We would not, in a single instance, question the sincerity of any of these men who have written so earnestly as to the high functions of the newspaper, yet, it has been the experience of the world, that men have been more prone to extol the virtues of the powerful than to point out their weaknesses, vices and shortcomings. The power of the modern newspaper press must be conceded, but its weaknesses, vices and shortcomings are not unknown to the thoughtful members of this modern profession or calling that has never been equalled in its opportunities, by any vocation known to or followed by men in all ages.

* *

J. C. Hemphill, of the Richmond *Times-Dispatch*, formerly of the Charleston *Courier-Journal*, recently, in an address before the students of Yale, ably pointed out some of the defects and many of the requirements of this calling in the fulfilling of its high mission—a mission that springs out of and is entirely inseparable from its very character. Of the work and duty of the editor he said:

There is no profession so exacting, none requiring so extensive and accurate knowledge of history and philosophy and political economy, none calling for so great patience of opposition, such clearness and firmness of judgment, such courage of conviction and such careful regard for the rights of others. Horace Greeley avowed a contempt for the college-bred man. Charles A. Dana, on the contrary, held that the more a newspaper man knew the better newspaper man he would be, and from Mr. Dana's time down to the present it has happened that in the *Sun* the account of a case in the police court is as well written as the leading article on "The Evils of Strenuous Individuality in the Affairs of Popular Government," and generally with a truer sense of proportion. It is the proper function of the journalist to inform, to instruct, to persuade, to lead. He should be the champion of every good cause, the open enemy of every bad one. In times of great popular excitement, he should stand against the mob. It requires courage of the highest order to do this.

The truth is the press, in these abundant times, speaking generally, is in the business for the money there is in it. The most potent force in shaping and directing the thought and sentiment of the country, it is yet a beggar at the door of patronage. Little or no independence is actually possessed by the journalists who preach independence and who make much ado about the courage of their convictions and the inerrancy of their doctrine. We who make the newspapers are perhaps as honest at least as the public we serve, and that surely could not be described as extravagant praise. It must be said, however, to the credit or the discredit as you please of the public, that it reflects largely the character of the newspapers by which it is served. . . . The press of the country has kept step with the progress of the country up and down—up in size of the newspapers and economic waste and down in disregard of individual rights and in shameless surrender to the vulgarities of what the cheap people, with which this country is crowded, call the higher social life. The yellow streak runs not less through the press than through the people. The shame of the press is that it has catered to the worst tendencies of a corrupt and malodorous age. It has magnified all the weaknesses of humanity, "played up," in the language of the shop, the indecencies of society, revelled in the rottenness of the divorce courts and engaged with deliberation in the intensive cultivation of every source of scandal. Its mission ought to be the elevation of the public; instead, it advertises its degradation; fairly shrieking against any restriction upon its liberty, it converts its liberty into license. Broadly speaking, the most sensational and irresponsible newspapers make the most money, and there has been noted for years the gradual degradation of the American press to the American level. Some of the cleanest and most self-respecting newspapers are published in New England, but even here the tendency towards a lower conception of journalism cannot have escaped the observation of those who are interested in the development of our civilization. It will not be disputed that the farther we have outgrown the homely virtues and the simple faith of the fathers, the larger the powers we confer upon our centralized government at Washington, the more we demean the neighborhood and exalt the state, the more we destroy individual initiative and build up combinations, the more we imperil the foundations of society. Going on he said:

The newspapers of today, like the churches, represent this or that view of political questions; this or that industry, or individual or section; they possess the enthusiasm of advocates, they lack the wisdom of the judge. There is a great deal in the point of view. If you will pardon a somewhat personal note, this was discovered in a very practical way, when my father, after completing his theological course at Allegheny Seminary, was refused licensure because he would not say that he believed slavery was a sin per se and was later regarded with suspicion by his own presbytery in South Carolina because he declared that there were many abuses connected with the institution which should be cured. There is a wide difference between theory and fact, between knowing a thing and hearing about it, between the ideal and real, between having nothing and possessing all things. The people of the two great sections of this country have not understood each other because they have not known each other, and the partisan and sectional press on one side of the old line as well as on the other is largely to blame for the separation of the past and the misconception of the present.

Now, Hr. Hemphill told a great deal of truth in all this, still there have been influences at work during the past quarter of a century and more, that have tended to the correcting of many of what he pointed out as the existing wrongs. A close and ever-increasing commerce, multiplied travel and social intercourse among the people of all the States, North and South, East and West, have done away with prejudice, division of interest and views, as have also the interchange of views and news through the Associated Press. People in every hamlet, city and State read every day all over the country, in their own home papers, exactly the same matter that is read by the people in every other section; then the great newspaper organizations, the American Newspaper Publishers' Association, and the National Editorial Association, have brought the editors together each year in friendly and fraternal intercourse; the last-named organization has caused

the editors to travel together and to visit every part of the whole country and then to tell their readers, numbering many millions, in the aggregate, of all the best things regarding the places and people visited, their attainments and aspirations. The press has expanded wonderfully in broadness of views; has become less partizan and more independent, until it is questionable if anywhere, mere partizanship can command the support of any great number of newspapers. There must be in the future, something more than the party cry or promises. Here is an editorial in the June issue of the *National Magazine,* of Boston, which, very possibly, we prize more because it is largely personal—for we love the esteem of our fellowmen—that, nevertheless, is right to the point as illustrating the fact that the people of the two great sections of this country do know, and hence esteem and understand each the other. Speaking of the National Editorial Association in New Orleans, last February, Editor Chapple says:

A touching event of the convention was the presentation to "Father Herbert" of a portrait of himself, painted by Miss McKinstry of Minnesota. The exercises on this occasion were held in the evening and there was much of the warmth of family affection as the editors who had met in conventions for years past realized that many of the familiar faces were missing. A glowing tribute was paid to the man whose whole soul for years past has been in the work of the Association. There were few dry eyes when "Father Herbert" tried to express his appreciation, and insisted that nothing could have pleased him better, as the crowning achievement of a life work, than this mark of love bestowed upon him while he yet lived. Each of the past-presidents present gave a brief review of their administrations which made a colloquial history of the Association from the start. Each speaker gave a meed of praise to the founder.

It has been said that if this organization had been as active previous to 1860 as it has been for twenty-five years past, there would have been no Civil War. The kindly feeling among the members has done more than any other one influence to unite in good fellowship men all over the country, and has aided materially in eliminating any bitter feeling which might have existed between the North and South. Northern editors long ago found many things to admire and appreciate in their Southern confreres; Southern editors found sterling worth in Northern members that could not be perceived except by close association and an exchange of letters. Every state and territory, Mexico, Canada, Cuba and other places usually considered "very far-off" are represented in the National Editorial Association. President Pomeroy has reason to be proud of his administration, which included the silver anniversary and a trip to Panama. There are plans for a visit to Hawaii next year, under the leadership of President Baumgartner of San Diego, California.

Now, this is only a single incident, showing the fraternal spirit that has been engendered and caused to exist in each of the twenty-five like annual conventions, that have been held in all parts of the Union, followed by tours through every section, during which citizens of every State in the Union have clasped hands of goodwill and friendship and have come to understand, admire and love each the other. The yellow journals, the prejudiced, unfair journals, the party organs, even, are today the exception and not the rule. We hear more about them because they are exceptions, just as the newspapers publish more about wickedness than righteousness because crimes, the exceptions, are the news. It would be a sad condition if virtue should become the exception and crime the rule, hence commonplace and not news at all.

* *

The press has wonderfully advanced in public service as well as in independence, but one of the difficulties in the way of the worthy newspaper, as in that of the practical reformer, has been the false views that have seemed to pervade the great mass of the American people as to the holding public office. As we have had occasion to remark before, in touching on this subject, this glamour of official position, this worship of place and of place-holders, is probably an inheritance of the memories and traditions of Kingcraft, that traditional royalty, overlordship, that placed all rule as of divine decree and right. The man that gets place by whatever means, is supposed to be lookedup to and revered or envied, and politicians, through organization and systems of reward, are able to resist even the power of the honest, independent press.

Up to Their Business.

In a room adjoining the hall in which the sessions of the National Lithographers Association was held, at Hotel Astor, New York City, last month, the Harris Automatic Press Company, of Niles, Ohio, gave a most attractive and convincing display of color work, done on their presses at a speed that would have been beyond belief even a decade or so ago. There was one sheet, showing birds of varius colors and hues, representing, as we remember, fourteen different colors, shades or tints, that was a wonder of perfection as to all points, exact register included, and was a work of art and of beauty. It was but one of many specimens and then there were attractive booklets and printed matter of various kinds and last, but not least, there were in attendance, gentlemanly, bright young men, representatives of the Company, who understood all the possibilities and achievements of the Harris Automatic Presses and were "up to their business" in every way, and as genial as they were intelligent. The room naturaly became a popular place to pass the spare minutes. The lithographers are a progressive band of master workmen and were there to learn. We were among the learners and while we cannot tell the whole story here, we are, for the benefit of readers, going to reprint the following bits of wisdom, from one of the little Harris booklets entitled, "Speed," that are good for every man, though they do not pertain alone to any particular calling or business, however fittingly they are here applied to printing:

Rights are peculiar things.

The struggle for them has been the pivot about which history has revolved ever since "the memory of man runneth not to the contrary."

Strange as it may seem, we are as far from the final solution of the problem as we ever were.

* * * * * * * * *

Folks who shout loudest for "rights" generally are the very ones who ignore absolutely the other side of the matter—duty!

They forget that for every right there is also a duty.

If you have a legal right to a piece of property—which is really all that ownership consists of—you owe a duty to the rest of mankind to use that property in no way that will trespass on the rights of others.

And all the rest of the world owes you the duty of recognizing your right of control and respecting it.

But there are duties much more subtle than this.

Duties that are not so commonly recognized as the rights which they accompany.

Let's for illustration, get right down to the business that interests you and interests us.

Every man who gets into the printing game has certain rights.

He has a right to the consideration of people who buy printing.

He has a right to get all of the business he can and make as much profit as is consistent with honesty and honor.

But these same rights depend upon definite duties which he is called upon to fulfill.

Every printer should recognize the duty of putting himself in a position to serve, as it should be served, the class of business to which he is catering.

This includes the duty of making prompt delivery, the duty of doing high-grade work and the duty of keeping his word with his patrons.

No printer who is not willing and prepared to fulfill these duties has any right to expect the business of people who want good printing delivered on time.

The Time to Advertise.

Stopping an ad to save money is like stopping a clock to save time.

The time to advertise is all the time. The man who fishes longest has the largest basket of fish.

Advertising is an insurance policy against forgetfulness. It compels people to think of you.

Like eating, advertising should be continuous. When today's breakfast will answer for tomorrow's you can advertise on the same principle.

No one lies awake thinking of your business; out of print out of mind. The Presidential candidates are well advertised every four years. Ask your neighbor who ran with Bryan the last time—five out of ten will say they have forgotten and the other five will think long before they correctly answer.—From Carriage and Wagon Builder letterhead.

"AS LONG AS WE CAN RAISE THE DOUGH."

April 20, 1910.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Enclosed you will find check which you will please place to our credit. We expect to take your paper as long as we can raise the "dough" or get it on credit.

With best wishes, we are,

Yours very truly, THE COYLE PRESS,

M. Delvaux Coyle, Proprietor.

Wise and Liberal Action

UNITY AND GOODWILL, HEALTH, ACCIDENT AND LIFE INSURANCE FOR EMPLOYES.

WHILE in New York City we had the pleasure of attending the closing session of the National Association of Employing Lithographers, which was especially to be noted and praised for the liberal spirit manifested and the fraternal good will that was evident in the intercourse among members, and in the action taken, as well as a proper regard for the workers. The New York *Times* rightly interpreted the high incentives and excellent accomplishments in its brief review of the proceedings as follows:

The National Association of Employing Lithographers, which several years ago fought the labor unions and defeated them and which ever since have been able to maintain an "open shop," decided yesterday at their annual convention in this city to grant an eight-hour day to their employes.

This step was taken, it was explained, not because the association feared that pressure would be brought to bear for a shorter work-day, but because the members thought it wise to make conditions so satisfactory for their men that they would not have to turn to the labor unions.

In addition to giving an eight-hour day beginning January 1st next, instead of the nine-hour day which at present prevails in lithograph shops throughout the country, the association adopted a plan which provides its employes with health, accident, and life insurance without cost.

This plan will be operated through an insurance company and has been decided in order to take the place of the insurance plan in the labor union with which the lithographic workers were affiliated before the employers declared for an open shop.

The granting of an eight-hour day and the decision to provide their employes insurance against sickness, accident, and death is expected to prevent, for a long time, any labor trouble in the lithograph trade. It is looked upon as a step which probably will be followed in many other trades which have found it difficult to deal with labor organizations.

The decision to grant an eight-hour day was not made without a fight in the ranks of the National Association of Employing Lithographers. Two years ago the proposition was broached. But then it was not looked upon kindly by a majority of the association membership. A campaign of education has been going on in the association for many months, however, and dozens of the employers who formerly looked with disfavor on an eight-hour day were won over.

The subject came up for discussion on Monday, when the convention began in the Hotel Astor. Yesterday it came to a vote. The measure was carried by a small majority, and was afterward made unanimous.

The granting of the eight-hour day will affect between 20,000 and 30,000 employes, it is said.

This is a step worthy the consideration of all employers of labor. It is a plan that will go far toward eliminating labor wars and bringing about that harmony and good feeling, that realization of a community of interest and an *esprit de corps*, reaching to and animating all, that tells for large accomplishment and constant, intelligent progress. To recognize and grant all that is desirable, to provide all means to make the condition of every worker in an establishment safe and pleasant, and to secure each against the calamities attendant on accidents, sickness or death and to treat all with kindness and consideration as members of one family of workers and producers for

the benefit of all and the upbuilding of a business, is to free the thoughts of unnecessary dread and worry, and to give all and each new energy, new interest and new life.

During the closing session, the speeches showed real gratification over what had been accomplished.

Mr. Denham of Minneapolis, Minn., explained, with the use of camera and screen, the details of his system for ascertaining cost, in which a lively interest was shown. It is gratifying, if somewhat strange, that after so long a period, printers and members of allied trades have awakened to the fact that the only safety, the only way to success and of doing away with ignorant, destructive price-cutting, is through a system by which the cost of production may be accurately ascertained. No one is going, knowingly, for any length of time, to do work for less than it costs him. The trouble has been that printers have not known, have made guesses, with the constant fear that some one else would bid less for doing the work, and that they could do it as cheaply as anybody.

A representative of the Philadelphia Printers' Mutual Fire Insurance Association explained the plan and workings of that organization and Mr. Shroeder of New York spoke in a congratulatory vein on the improved condition of amity and goodwill between employes and employers, and of the wise spirit and practice among employers, the conductors of the trades, to aid each other in the solving of difficulties and helping in the correction of errors and in the improvement of methods and conditions.

NOTES FROM THE FIELD.

The New Hampton, Iowa, papers have increased their subscription price from $1 to $1.50 per year.

George F. Robb has sold the Redfield, Iowa, *Review*, of which he had been editor for three years, to W. C. Newton of Sioux City.

Howard C. Kegley, city editor of the Ames, Iowa, *Times*, has resigned. Kegley will take a short rest before returning to his chosen profession.

Fire in the old *Times* building, Chicago, April 20th, resulted in injury to five persons, caused a panic in the building, and did $10,000 damage. The *Staats-Zeitung* on first floor were not damaged to speak of.

The *Dunn County News*, Menominee, Wis., to commemorate its fiftieth anniversary, issued a supplement giving an outline history of the county in whose upbuilding it has been an important factor. The edition is one of the best products of the kind published in Wisconsin in some years.

Hon. Henry H. Ragon, one of the pioneer newspaper men of Indiana, editor and publisher of the Lowell *Tribune*, a staunch republican organ, has been admitted to the practice of law before the interior department, Washington, D. C. The honor granted to Editor Ragon is an unusual one.

By an unusual circumstance, E. A. Bailey, editor of the Geneva, Ill., *Patrol*, and enthusiastic prohibitionist, was elected police magistrate at the recent election there. Bailey was not a candidate. No one was. The incumbent was filling an unexpired term. The council forgot to put the office on the ballots. Alderman J. Niles Wheeler saw the error and drummed up seven votes for Bailey. Bailey was elected.

Lofty and Inspiring Views of the Newspaper Press

AT the banquet of the American Newspaper Publishers' Association and the Associated Press at the Waldorf Astoria, New York City, Thursday evening, April 28th, besides the speeches that were delivered, a large number of messages from prominent men were read that testified to the general recognition that is now given, everywhere, to the important functions and valuable service of the newspapers. These ought to prove both inspiring and instructive to every newspaper worker. We quote from a few of these communications.

Theodore Roosevelt telegraphed from Brussels, France:

It is unnecessary to say anything about the enormous power of the press, the wise exercise whereof is not only an essential for the nation, but an essential to the perpetuity of the press itself. With best wishes to those upon whom rests the heavy responsibility of using that power aright.

THEODORE ROOSEVELT.

Rome, April 28.—To repeat that press is one most powerful and most beneficent forces modern society is a commonplace, but what is a commonplace if not an evident truth universally felt?

MARQUIS ANTONIO DI SAN GIULIANO.
Italian Minister of Foreign Affairs.

Tokio, Japan, April 28.—What most desirable in newspaper press of today is absolute honesty, high intelligence, true patriotism, regard for human rights, and sincere desire for peace of world.

Responsibility, newspaper publisher second none. I regard The Associated Press as essential factor progress civilization.

MARQUIS KATSUMA,
Prime Minister of Japan.

Copenhagen, Denmark, April 28.—Press is strongest moral factor in public life of present times. In no other profession is tact, discretion so requisite. Press is exercising great educational influence upon nations by unveilng crimes in private and public life. One of the best missions, press is uniting members same nation throughout world.

CARL THEODORE ZAHLE,
Danish Prime Minister.

Madrid, April 28.—Although the press in obedience to force public opinion, discusses freely differences between countries by publicity, the final result its work is for peace, because teaches nations better understand one another.

PRIETO,
Spanish Foreign Minister.

Paris, April 28.—I extend to entire American Press expression, my cordial sympathy and best wishes its prosperity. I thank it for working for maintenance cordial relations between France and United States for realizing that the goal to great republics in world in their material moral growth in development of ideas, justice and liberty.

PICHON,
Foreign Minister, French Republic.

Rome, April 28.—All hail to the press, the driving wheels of the spirit; an everlasting source of light and the prime factor in fashioning the nation and leading its onward march.

ERNESTO NATHAN,
Mayor of Rome.

London, April 28.—I desire to send my felicitations to the annual meeting of The Associated Press. Every good cause is indebted to it, and the cause of Irish liberty perhaps more than any. The chief enemies of Ireland are ignorance and misrepresentation. By letting the truth be known about the aims and objects of Irish national movements The Associated Press is doing a great service to justice and freedom.

JOHN E. REDMOND,
Leader of the Irish Nationalists.

Lima, Peru, April 28.—The many newspapers and illustrated reviews published Peru are proofs Peru's belief in importance press. Press as torch-bearers will shed light on our present controversy, chiefly through excellent news service of The

Associated Press. Greeting and cordlal good wishes for your prosperity.

AUGUSTO B. LEGUIA,
President of Peru.

Christiannia, April 28.—The arsenals of the press are daily supplied with weapons from the great workshops of science, where the strongest and brightest brains are incessantly working to solve the problem of life and illuminate all questions bearing upon the growth and development of mankind.

KONOW,
Prime Minister of Norway.

Constantinople, April 28.—The press, a machine to enlighten and mould public opinion, can, if it wishes, obscure public opinion. I hope American press always will remain faithful to its purpose, avoiding all temptations impelling it to mislead the public.

HAKKI BEY,
Grand Vizier of Turkey.

London, April 28.—Cordial congratulations. Best wishes I can send my old comrades is that their enormous and still growing power may be accompanied by an ever increasing sense of individual responsibility for its conscientious and patriotic performance. WHITELAW REID,
American Ambassador to Great Britain.

Caracas, Venezuela, April 28.—In the name of Venezuela I send greetings Associated Press, with wish that, through impelling force, your organization, the twentieth century may witness freedom all men, fraternity all nations, to end that light, universal civilization may speedily illuminate entire world.

EMILIO CONSTANTINO GUERRERO,
Acting President Venezuela.

Mexico City, April 28.—Mexico's greetings. The Associated Press is a benefaction to nations and governments. It is the instantaneous challenge to the transgressions which one or the other may commit, by an authorized witness of their acts.

PORFIRO DIAZ,
President of Mexico.

Brussels, April 28.—Remembering with pleasure kind welcome I received in United States in former days, I am glad seize this opportunity of expressing my sympathy to American press, as also for its active contribution to progress of civilization. ALBERT,
King of the Belgians.

Lisbon, April 28.—To the Publishers of America.—Press today constitutes one of the most powerful factors in development humanity by rapid diffusion useful information, by free discussion all questions, and by defense of principles relating to happiness and progress our age. I gladly greet American press and express my warmest wishes for its further success.

VILLACA.
Portugese Minister of Foreign Affairs.

Berne, Switzerland, April 28.—I gladly send greetings to Associated Press. The American press exerts influence on public interests independently and disinterestedly. This influence will endure so long as this power is not abused.

ROBERT COMTESSE,
President of Switzerland.

Stockholm, Sweden, April 28.—There is something great in leading views sentiments of nations toward noble ends patriotic deeds, but dreadful will be judgment which history will one day pronounce on him who uses power of press to undermine official and moral strength of his country. Do not be led by it.

ARVID LINDMAN,
Prime Minister of Sweeden.

Manilla, April 28.—Cordial Philippine greetings. We appreciate here great work done by home newspapers and powerful influence your organization. We invite your closest scrunity to administration islands, believing ourselves gainers from better public knowledge, W. CAMERON FORBES,
Governor General of the Philippines.

Madrid, April 28.—In any kind of human activity the press becomes as necessary for nations as air for individuals. Earnestness and integrity press therefore are essential as the animating, impelling force of progress.

MAURA,
Former Prime Minister of Spain.

Santiago, Chili, April 28.—Modern democracy affords press decisive influence on international politics. Statists and journalist go hand in hand. It is former's duty to guide press, and latter's duty to support liberty based on right in home affairs and peace on justice in foreign relations.

AUGUSTIN EDWARDS,
Chilian Minister Foreign Affairs.

Rome, April 28.—Considering great conglomeration of population in immense towns, where impossible know each other, public opinion more formed through newspapers, which constitute a political tie. If influential papers ministered to souls, the press might become a church, transforming and purifying people.

LUIGI LUZZATTI,
Prime Minister of Italy.

Wisconsin University Daily

The Twentieth Anniversary Edition of the *Daily Cardinal,* of the University of Wisconsin, was issued April 18th. It contained much instructive matter. Evidently it has occupied an important place in the life and work of the University. When this paper was started only four other universities published dailies,—Harvard, Yale, Princeton and Cornell. W. W. Young was the first head of the paper. He is now an editor on *Hampton's Magazine,* New York City.

The object of the paper was stated in the first issue, twenty years ago, as follows:

"Our University is growing at a pace equal to any institution in America; deparments are increasing and becoming more thorough; we command the best talent in the country; our governor, legislature, board of regents, president, faculty and friends are all working hard to make this University an institution of which the State and the country will feel most proud. To hasten this result, is the aim of the *Daily Cardinal.*"

The results, in the splendid advancement of the University of Wisconsin, prove that the "aim" has been signally accomplished. The *Cardinal* is to be credited with its share in the splendid success that has been achieved. President Charles V. Van Hise pays the following tribute to the paper's usefulness:

"The *Cardinal,* as the college daily, has been a strong influence in the advancement of student standards in the University. It has almost invariably been behind the many steps of progress and pushing forward. In some cases the views expressed by the editors have not met the approval of every member of the faculty; but this could not be otherwise if it was to be a free organ. Further, it is only by the clear and firm expression of the various points of view of the different elements of the University that progress can be made.

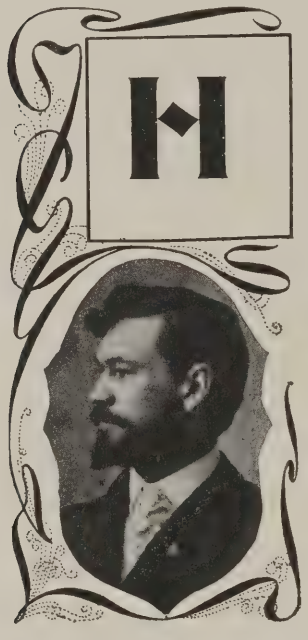
"I congratulate the *Cardinal* upon the completion of twenty years of service to the University and have no doubt that in the future it will be an even more potent influence than in the past in advancing its interests along the highest lines.

Samuel Beebe, former editor and publisher of the Lake County, Ind., *Star,* was buried at his former home town, Lowell, April 22nd, he having resided at Morgan Park at the time of his death. He is survived by a wife, two sons and one daughter. His death was due to heart failure.

The first issue of the *Journal of the American Institute of Criminal Law and Criminology* has appeared. The journal will be the official organ of the institute which has for its avowed functions the furtherance of the scientific study of the criminal classes and the modification of criminal procedures so as to insure speedy justice. James W. Garner, professor of political science in the University of Illinois, is editor-in-chief, of the publication, and Colonel Harvey C. Carbaugh, Judge Advocate U. S. A. Department of the Lakes, is editorial director. The associate editors, include such men as Dean John W. Wigmore of the Northwestern Law School, and Professor Charles R. Henderson of the University of Chicago.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

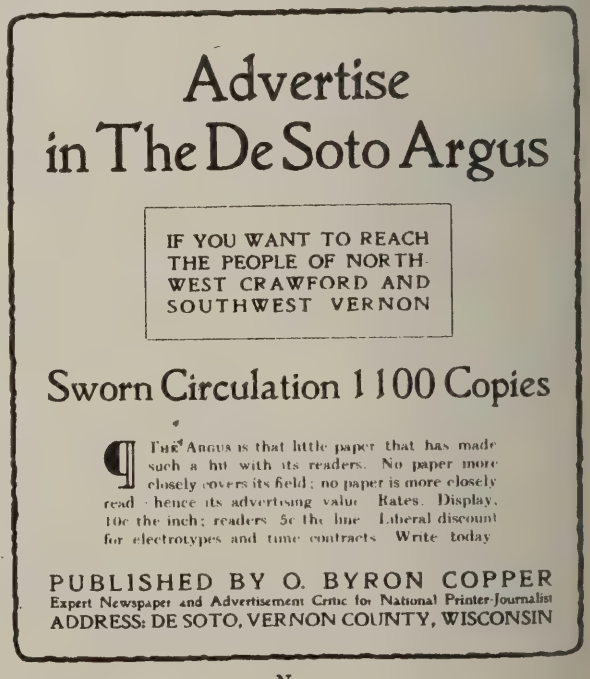


HOW absurdly paradoxical it seems that newspaper men, above all others should be poor advertisers. No other class of business men have better opportunity to study advertising first-handed, to learn its faults and its virtues, to watch its results and to gain a clear understanding of what constitutes good advertising; yet, my experience and acquaintance with quite a number of country newspaper makers, as I have previously intimated, reveals the deplorable fact that hundreds of country newspaper publishers are not only sadly ignorant as to what good advertising consists of, but are likewise quite as sadly negligent in the matter of giving their business the judicious publicity which is its due.

Now, I realize that ere I have said more, many of my readers will be ready to rise up and call me a liar, because the average country editor habitually utilizes every surplus page of every pamhlet emanating from his shop (in which such sacrilege is permissible) and every inch of space in their own papers to tell the people the hackneyed story of "The Weekly News, the largest circulation in Blank county; best advertising medium; subscription price $1.00 per year; official paper; John Doe, editor and publisher," etc., which while in itself is good, inasmuch as it is advertising; but poor advertising, inasmuch as it lacks conviction—lacks anything to clinch the argument or to impress the reader with the truth of the statement. It has too much the sameness of the other fellows's claim—too much the tenor of an idle claim. It lacks the force and enthusiasm that brings results; the suggestive facts and figures that make people spend their money for the paper or its advertising space.

What counts in advertising as much as any one other point is originality. And this originality must be backed up by good, sound, hard-headed, impregnable reasons why the argument set forth is true. These reasons are selling points. The devising of ways and means of inducing people to read one's advertisements is not so much a question any more as is impelling them to believe one after they have read one's advertisement. A good ad, therefore, must of necessity, be couched in careful terms. One should take as much pains in writing an ad for his business as an author of a short story is said to take with his manuscript, writing it, striking out and re-writing it a dozen times. First, of course, it is essential that the business and its need are understood thoroughly; no less is a clear understanding of the facts of the case imperative; including the paper's contents, its mechanical departments and their relative degree of excellence, the character of the paper's readers, extent of circulation, past results of advertisements, etc. Any one of these in which the sheet excells should be strongly featured in its advertising. These are selling points.

Now nearly all the country newspaper men whom I have known, as I have said, were willing enough to advertise their own business when surplus space admitted of it—and then the hackneyed, meaningless, impotent, proverbial copy was furnished on the spur of the moment—that is, I mean to say that all publishers hail self-advertising as a very convenient way out of a dilemma—like Abraham's buck in the bush, a handy filler to which they may turn when nothing else is at hand to occupy the vacuum in the forms that are due to go to press. Notwithstanding that country newspaper makers consistently and wisely counsel their local merchants and manufacturers to spend their hard cash in giving publicity to their stocks in trade, yet few of them have I known who ever dreamed of indulging in the luxury of self-advertising themselves, unless it could be done without involving the outlay of cash from Mr. Editor's own pocket. Is this consistent?


Advertise
in The De Soto Argus
IF YOU WANT TO REACH
THE PEOPLE OF NORTH-
WEST CRAWFORD AND
SOUTHWEST VERNON
Sworn Circulation 1100 Copies
THE Argus is that little paper that has made such a hit with its readers. No paper more closely covers its field; no paper is more closely read; hence its advertising value. Rates: Display, 10c the inch; readers 5c the line. Liberal discount for electrotypes and time contracts. Write today.
PUBLISHED BY O. BYRON COPPER
Expert Newspaper and Advertisement Critic for National Printer-Journalist
ADDRESS: DE SOTO, VERNON COUNTY, WISCONSIN

No. 1

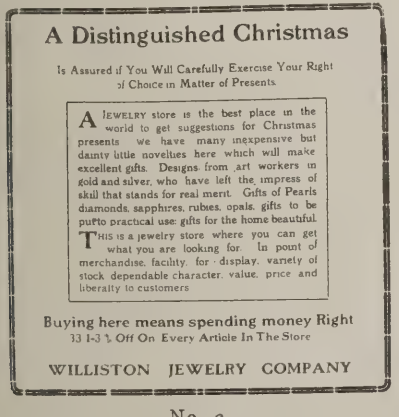
I had a little experience of my own along the line I am discussing, this spring, a review of which ought to prove inspiring to my fellow publishers. I carefully wrote and set up a five-inch , double-column advertisement which I also had etched (Exhibit 1) at a cost of something over $1.00. This advertisement I then had inserted in four papers in three cities that stand on the borders of my newspaper territory, a few times in each, at a total cost of something like $6.00 or $7.00, which I paid by cash with order, as an assurance of good faith with my fellow publishers. Immediately upon inserting this advertisement I prepared and mailed to each of the business houses in the cities covered, a personal letter in which I called attention to the newspaper ad and briefly set forth the main selling points of my paper's space, the condition of my field and the opportunity offered here for more business for those who made a judicious bid for it. As a direct result up-to-date, I have signed up contracts with business houses in those cities covered, for 1500 inches of advertising space—representing in dollars and cents to me more than twelve times the cost of the advertising. What this experience teaches, I think, is clear; We newspaper men can profit materially by taking exactly that dose which we are continually prescribing as a panacea for all the business ills of our customers.

O Byron Copper, De Soto, Wis.

Dear Sir:—We are sending under separate cover a copy of our last week's issue of the Williston *Herald* and will ask what you think of it.

Very respectfully,
E. M. Disney.

Brother Disney has had to wait for some time for my verdict, but I hope in this case the old adage, "better late than never," proves true. The Williston (N. D.) *Herald* is a very creditable sheet. The copy now before me contains sixteen pages, all of which are home-printed and the matter therein linotyped. A spotlessly clean front page is one big feature in the *Herald's* favor, but, fortunately, not the only one. The contents are quite as commendable as they are exten-



A Distinguished Christmas

Is Assured if You Will Carefully Exercise Your Right of Choice in Matter of Presents

A JEWELRY store is the best place in the world to get suggestions for Christmas presents we have many inexpensive but dainty little novelties here which will make excellent gifts. Designs from art workers in gold and silver, who have left the impress of skill that stands for real merit. Gifts of Pearls diamonds, sapphires, rubies, opals, gifts to be put to practical use: gifts for the home beautiful.

THIS is a jewelry store where you can get what you are looking for. In point of merchandise, facility, for display, variety of stock dependable character, value, price and liberality to customers

Buying here means spending money Right
33 1-3 % Off On Every Article In The Store

WILLISTON JEWELRY COMPANY

No. 2

sive and the advertising is both abundant and pretty creditably handled throughout. The print on the *Herald* is fair, although the copy I have shows imperfect ink-distribution. I select an advertisement from this sheet for reproduction, which, while a trifle weak in display, is very neatly designed and ably whited out. Exhibit 2.

O Byron Copper, De Soto, Wis.

My Dear Mr. Copper:—By a perusal of the National Printer-Journalist, of which I am a constant reader, I notice that you seem to occupy the position of the ad and make-up man's "father confessor" so I am taking the liberty of mailing you under separate cover, a couple of copies of our late issues, trusting that if you have the time to look them over you will do so and offer any suggestions you may think will improve the appearance of the sheet, the get-up of the ads therein contained, etc., for I consider the greatest help to any craftsman is to get criticisms and suggestions on their work by those in a position and competent to offer them, and to study those criticisms and work on the line of the suggestions offered. Newcastle is a town of only 1200 people, yet I think it has a printing plant that would be a credit to a town much larger.

While I have no apologies to offer on the appearance of the *News-Journal*, yet I would have you kindly bear in mind that we are trying to do the work on an old-style Country Campbell, and on press day the entire hospital corps has to be called out in order to give birth to the sheet.

Trusting to hear from you through the N. P.-J. I beg to remain, Yours very truly,

W. W. Sage,
Foreman News-Journal.

Newcastle, Wyoming.

I have long persisted in the practice of quoting these letters I receive from my brother printers and publishers, believing that they are interesting to my readers in general, because some of them impress me as being really better than that which follows from my own typewriter—and I think here is one that will bear me out in that thought. I thought when Editor Rader of the erstwhile *Soundview* of Olalla, Washington, got off that little gag of his about "obstetrics of thought," that was about the limit—but here comes this Sage with this allusion to the obstetrics of a newspaper. But the newspaper about the birth of which he speaks so dolefully is like some people, who, though getting into this world, they gave great pain

MUSSER'S RED LINE STOCK FOOD, BEST ON THE MARKET GUARANTEED

The News-Journal.

No. 3

and suffering, yet in their goodness and purity of character, compensate before they leave it again. The *News-Journal* is an all-home-printed six-column quarto, with a delightfully clean front page and a fairly creditable mechanical make-up throughout. Just how the upper portion of the first page looks may be seen by referring to the accompanying reproduction (Exhibit 3). I find no serious fault with this sheet except perhaps in point of advertisement composition: That, it seems to me, is not nearly so good as it ought to be, with the material at hand. The ads lack modernity in design and display. What I mean can best be understood by comparing the displayed columns of this sheet with like work in high grade publications.

I swan! Again, I thought I had all of those special Christmas editions dispensed with, but here have I unearthed another one—one that promises to prove interesting in spite of the June atmosphere in which the review will be read: This is the letter which introduced the contribution:

O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you under separate cover special Christmas edition of the Willow Springs *Republican*, which con-

tains several page ads and several smaller ones. This paper was gotten out in six days—the mechanical work being done by myself and one lady compositor. I did most of the display work in the ads and made up the paper, etc. I would be pleased to have you comment on the edition, if you see fit to.

Respectfully,

H. F. Slusser.

I am first impressed favorably with the neat and well-balanced effect achieved by Brother Slusser in the making up of his first page; although, the use of the Cheltenham Bold for headlines gives a rather coarse appearance to the page. This edition surely represents a big week's work for two people—and that

LOVAN BROS.

A Bunch of Practical Suggestions For

Christmas Shopping

A USEFUL PRESENT

is Always Appropriate.

Ladies Furnishings and Fancy Goods

Gents FURNISHINGS

ONLY SEVEN MORE SALE DAYS UNTIL XMAS

ALWAYS BUY USEFUL THINGS FOR XMAS GIFTS

Ladies Hosiery and Slippers

Ladies and Gentlemens Shoes

Fancy Groceries, Etc. for Your Christmas Dinner

More Fancy Hosiery

LOVAN BROS.

No. 4

fact only increases my natural admiration for the high degree of merit observed in many departments of the work. I must not neglect to emphasize here that I have not forgotten the "lady compositor" in that re mark. There is a high degree of art possible in

PROTIVA-HORAK & CO.

is the place to do your Holiday Shopping

Christmas Gifts That Will Delight!

Beautiful, Useful and Appropriate Presents, Suitable for Everybody

Keen Kutter Cutlery

A Fine Assortment of Beautiful CUT GLASS

Nice Line of Guns

Columbia Graphophones

Washing Machines

Fancy and Hand Painted China

A Large Line of TOYS

All Go At Reduced Prices.

Silver and Nickle Plated Ware

Lots of People Have Been Buying Their Holiday Goods. Don't be Late. Come Early and Get Your Choice Before it's Taken

PROTIVA, HORAK & CO.

No. 5

straight composition of type, descernible to him who gets down close and looks for the little things of which a hundred and one count so quickly in the printing business. Good straight matter composition adds a great deal to the appearance of a printed page, as book makers all so readily appreciate. And the displayed work in this sheet is unusually well done, especially when one considers the extra amount of it the compositor had to do for this special edition. For example I show two full-page specimens which cannot easily be bettered by further comment. (Exhibit 4 and 5.)

Junction City, Kansas, Feb. 19, 1910.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I see by the National Printer-Journalist that you comment and criticise the general appearance of country dailies and weeklies. Am taking the liberty of sending you, under separate cover, copies of our daily and weekly, for comment and criticism. Our daily is printed in a city of 7,000 population and our telegraph news-service is in "plate" form. We saw the heads and set heads of our own on all articles, so as to make the "make-up" uniform, and think further that it is done in such a manner as to "fool" the most of the people—even printers—to tell what is "hand-set" and what is "plate." Please let me know what you think of the appearance in general as compared with others papers of like size and printed in cities of our class. In Kellogg's Auxiliary of December 11th, you may see a reproduction of one of our front pages. Thanking you in advance, and trusting to hear from you, I am,

Respectfully yours,

H. T. Parsons.

Indeed here are two papers as truly ideal as one is apt to find in the practical work-a-day world. I take pleasure in reproducing one of the first pages of the daily edition, as seen in Exhibit 5. I ask the reader to note the distinct uniformity throughout; the superlative balance achieved in the placing of head-masses;

THE JUNCTION CITY UNION

ESTABLISHED JUNE, 1896 MONDAY JUNCTION CITY, KANSAS, FEB. 14, 1910 TEN CENTS A WEEK

AWAITING DECISIONS

CONFORM WITH LAW

NOT A CENTRAL BANK

SAVED THEM MONEY

SECRETARY SHAW

THE VIEW OF PRESIDENT TAFT

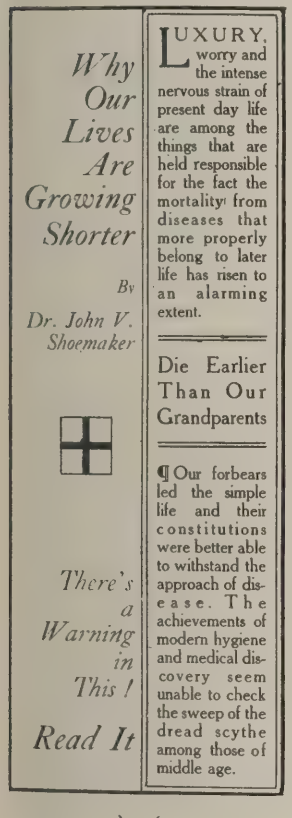
No. 5

the simplicity and dignity in all of the typography, and the commendable fashion of opening only every other column with a headed article. Some young dailies think they must have a head—a boldly displayed head, at that—at the top of every front-page column, but I think here is a sheet that well bears out my long-contended plea for the other style. The scheme of sawing off the plate heads and substituting therefore hand-

set heads is a proper one, and, as the correspondent suggests, thus enables the make-up to maintain his delightful uniformity. Comparing this sheet mentally with like publications from similar cities which I have seen, I am moved to assert candidly that I have seen few that were so good and none that were better—and this statement is made broad enough to include every department, for fortunately, the fine features that stand out so strongly in the first page of the Junction City *Union* are not confined alone to that one page, but permeate the entire sheet. The *Weekly Union* is very like the *Daily Union*, as regards its front page, and likewise as regards its general excellence in typography, contents, editorial work, news-service, and print, but in addition to all of this, there are special departments that are distinct and apart from the daily editions. This is a weekly, thank you, that, while being produced from a daily office, nevertheless suffers not at all because of that fact, which is so deplorably the case generally with all such publications with which I have to do. Referring again to the special features, they are, for instance, a department of editorial correspondence, being letters of description, history, etc., from other states and cities, and a big pageful of local country correspondence. Truly, the *Union* is a weekly paper that must appeal to the residents of the country surrounding Junction City, and I do not wonder that its circulation numbers 3,000 copies per week.

From Charles R. Walker, Jr., 18 Park Street, Concord, N. H., comes a copy of an amateur sheet, entitled, *Weekly Messenger*, together with a request for review. The *Messenger* is a strikingly neat little paper, and takes on something more of the professional character than the average amateur publication, inasmuch as it claims a circulation of more than half a thousand and carries a nice lot of live "sure-enough" advertising. This, like the rest of the sheet, is well set, and every page is properly made up in the strictest recommendation of this department. The contents are creditable, as is also the impression. I wish the *Messenger* a future filled with success.

Not many of my printer-readers have forgotten the fine lot of ads reproduced and reviewed in these columns a few issues in the past, which were the production of a genius named Mr. Knutzen, with the Western Newspaper Union. Here is another batch of specimens from Mr. Knutzen, together with a very interesting letter by the author of the remarkable ads. Since, in this letter the contributor has explained so well why he was prompted to do certain things (rather unusual things, by the way) in the setting of these ads, I am therefore deeming it best to quote the letter in full, as follows (the ads being reproduced as Exhibits 6 to 18, inclusive):


Why Our Lives Are Growing Shorter
By Dr. John V. Shoemaker
There's a Warning in This! Read It
LUXURY, worry and the intense nervous strain of present day life are among the things that are held responsible for the fact the mortality from diseases that more properly belong to later life has risen to an alarming extent.
Die Earlier Than Our Grandparents
¶ Our forbears led the simple life and their constitutions were better able to withstand the approach of disease. The achievements of modern hygiene and medical discovery seem unable to check the sweep of the dread scythe among those of middle age.

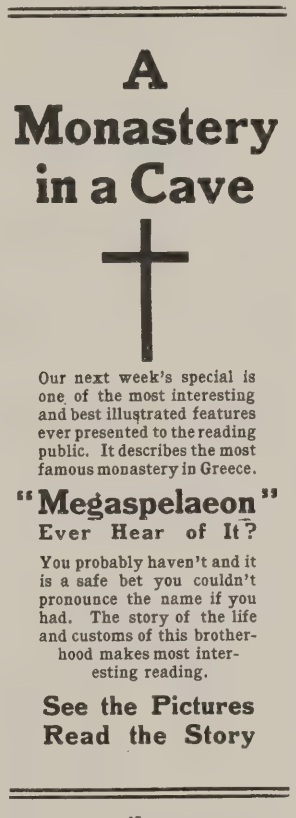
No. 6

Valentine Day Parties
BY COMMON CONSENT St. Valentine's Day has become the favorite occasion for fancy dress or costume parties and home entertainments of various kinds. The wide range of appropriate costumes suggested by the day is one reason for the popularity of these frolics
Another Day for Mistletoe
Almost as appropriate as an adjunct of Valentine Day as of Christmas. Obscurity veils the origin of the games and frivolities which have been handed down as particularly in keeping with the observance of the day.
Ideas for You In This!

No. 7

CUPID—
Emblem of The Valentine Festival
BY
WALDON FAWCETT
Next week we offer a big treat in the way of an interesting and unique Valentine Day feature. New fad this year in love tokens which has the charm of novelty and the advantage of representing an outlay exactly commensurate with the purse of the donor.
Be Up-To-Date
You must dispense with picture postal cards if you would be in fashion in your profler of valentines in the progressive year of 1910.
The sculptured image of the god of love is the newest thing in valentines.
CUPID IS IT

No. 8


A Monastery in a Cave
Our next week's special is one of the most interesting and best illustrated features ever presented to the reading public. It describes the most famous monastery in Greece.
"Megaspelaeon"
Ever Hear of It?
You probably haven't and it is a safe bet you couldn't pronounce the name if you had. The story of the life and customs of this brotherhood makes most interesting reading.
See the Pictures
Read the Story

No. 9

Dear Sir:—Following are some of the features I wanted to bring out in my ads:

Exhibit 6—Cross (indicating red cross)—article written by physician.

Exhibit 7 and 8—St. Valentine's, a day for lovers; therefore, the hearts which I manufactured, and the cupids in No. 8.

Exhibit 9—The religious Catholic cross.

Exhibit 10—The wreath of honor bestowed upon a scarred face.

Exhibit 11—Elbert Hubbard of East Aurora, was also the revivalist of Mission style of furniture, hence the Mission border effects.

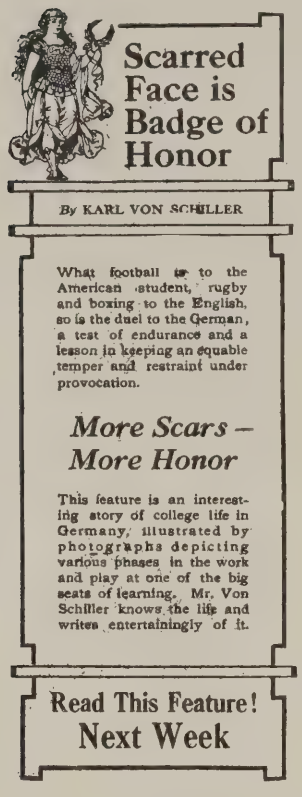
Exhibit 12—Border effect.

Exhilbit 13—I intended to build up the entire design of the brick effect, but did not have enough small pieces. The ad did not come out as I expected. Looks top heavy.

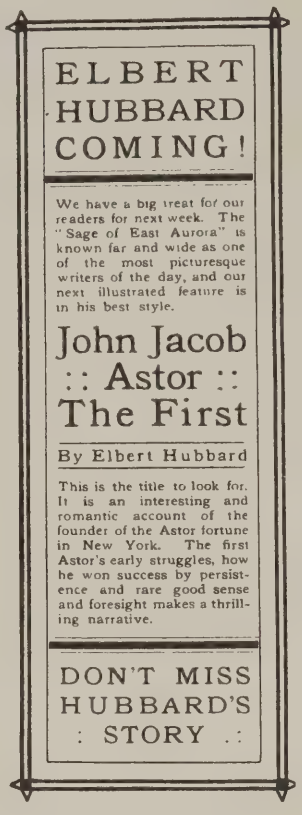
Exhibit 14 and 15—Simply catchy effects to attract the eye and cause one to read the ad.

Exhibit 16—Washington lived in the Colonial days, which accounts for the Colonial composition. The British ruled in the Colonial days, hence, the two griffons at the top.

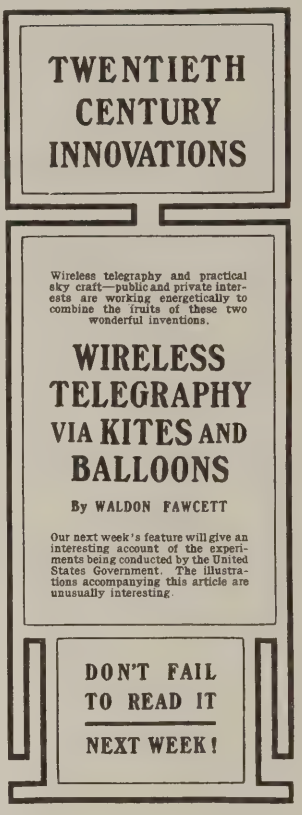
Exhibit 17—The torch denotes intellectual light.
Exhibit 18—Merely a catchy effect.


Scarred Face is Badge of Honor
By KARL VON SCHILLER
What football is to the American student, rugby and boxing to the English, so is the duel to the German, a test of endurance and a lesson in keeping an equable temper and restraint under provocation.
More Scars — More Honor
This feature is an interesting story of college life in Germany, illustrated by photographs depicting various phases in the work and play at one of the big seats of learning. Mr. Von Schiller knows the life and writes entertainingly of it.
Read This Feature! Next Week

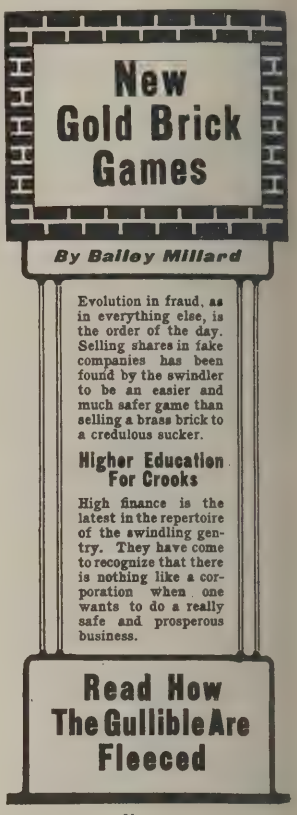
No. 10


ELBERT HUBBARD COMING!
We have a big treat for our readers for next week. The "Sage of East Aurora" is known far and wide as one of the most picturesque writers of the day, and our next illustrated feature is in his best style.
John Jacob :: Astor :: The First
By Elbert Hubbard
This is the title to look for. It is an interesting and romantic account of the founder of the Astor fortune in New York. The first Astor's early struggles, how he won success by persistence and rare good sense and foresight makes a thrilling narrative.
DON'T MISS HUBBARD'S : STORY .:

No. 11


TWENTIETH CENTURY INNOVATIONS
Wireless telegraphy and practical sky craft—public and private interests are working energetically to combine the fruits of these two wonderful inventions.
WIRELESS TELEGRAPHY VIA KITES AND BALLOONS
By WALDON FAWCETT
Our next week's feature will give an interesting account of the experiments being conducted by the United States Government. The illustrations accompanying this article are unusually interesting.
DON'T FAIL TO READ IT
NEXT WEEK!

No. 12

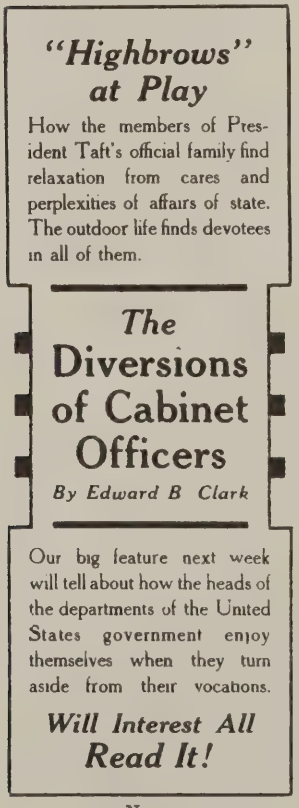

New Gold Brick Games
By Bailey Millard
Evolution in fraud, as in everything else, is the order of the day. Selling shares in fake companies has been found by the swindler to be an easier and much safer game than selling a brass brick to a credulous sucker.
Higher Education For Crooks
High finance is the latest in the repertoire of the swindling gentry. They have come to recognize that there is nothing like a corporation when one wants to do a really safe and prosperous business.
Read How The Gullible Are Fleeced

No. 13

I wrote the foregoing that the ideas may come more quickly to you when writing your review of the ads, as you did in the February number. Most respectfully yours,

WM. KNUTZEN.

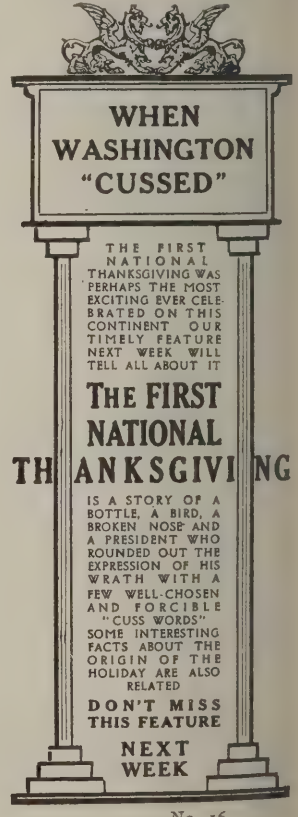
composition. Perhaps some of them are a trifle impractical for newspaper work of every day; but one thing is sure, those who sometimes wonder what is meant by modern composition, finished composition, and like terms, may find the answer fully inscribed in


"Highbrows" at Play
How the members of President Taft's official family find relaxation from cares and perplexities of affairs of state. The outdoor life finds devotees in all of them.
The Diversions of Cabinet Officers
By Edward B Clark
Our big feature next week will tell about how the heads of the departments of the United States government enjoy themselves when they turn aside from their vocations.
Will Interest All Read It!

No. 14

A 14-inch Gun for the Navy
By Waldon Fawcett
Surrounded by the greatest precautions for secrecy, the United States Navy Department is now engaged in the construction of its first 14-inch gun for battleships
Beats Out Foreign Powers
Experiments in a new type of gun, which naval experts say will prove much more effective than the 12 or 13-inch gun, are interestingly described in this article by Mr Fawcett.
$100,000 For One Gun
Read About It!

No. 15


WHEN WASHINGTON "CUSSED"
THE FIRST NATIONAL THANKSGIVING WAS PERHAPS THE MOST EXCITING EVER CELEBRATED ON THIS CONTINENT OUR TIMELY FEATURE NEXT WEEK WILL TELL ALL ABOUT IT
THE FIRST NATIONAL THANKSGIVING
IS A STORY OF A BOTTLE, A BIRD, A BROKEN NOSE AND A PRESIDENT WHO ROUNDED OUT THE EXPRESSION OF HIS WRATH WITH A FEW WELL-CHOSEN AND FORCIBLE "CUSS WORDS" SOME INTERESTING FACTS ABOUT THE ORIGIN OF THE HOLIDAY ARE ALSO RELATED
DON'T MISS THIS FEATURE
NEXT WEEK

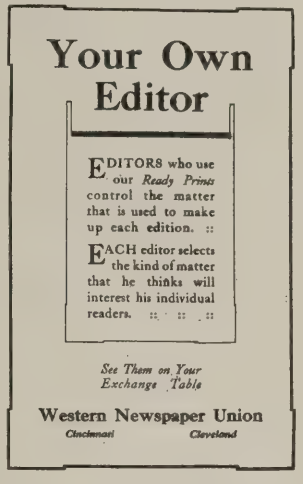
No. 16

To say the least, these advertisements from Brother Knutzen are highly perfect specimens of the art of these specimens from Brother Knutzen. All of the "ideas" which the brother desired to bring out in his

type are perfectly clear to me, athough I must confess his "hearts" in Exhibit 7 are rather obscure. Again, while he has called Exhibit 15 "simply a catchy effect," I see in it quite a suggestion of the bore of the "14-inch gun" mentioned therein. I don't mean it as a disparagement, but in some instances it looks like

Our Staff Specialists
¶Our auxiliary newspaper service is prepared by a large staff of experienced and trained newspaper editors. Each man has been selected because of his ability to handle the particular department of which he has charge. ¶Our editors are specialists in the art of preparing our splendid service.
"See Them on Your Exchange Table"
Western Newspaper Union
Cincinnati
Cleveland

No. 17


Your Own Editor
EDITORS who use our Ready Prints control the matter that is used to make up each edition.
EACH editor selects the kind of matter that he thinks will interest his individual readers.
See Them on Your Exchange Table
Western Newspaper Union
Cincinnati Cleveland

No. 18

the brother's symbols were somewhat strained, as, for instance, in Exhibit 10 and again in Exhibit 17. Doubtless the best specimens in the bunch are exhibits 11, 14 and 18. The manner of "building" the border-rule in that manner to achieve the novel shape at the corners, as seen in the last-named specimen, is a new "wrinkle" to me.

O Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending you under separate wrapper the last two or three issues of our publication, *The Greenwood Index*, and would like criticism in regard to the general mak-up of the paper and the ad. composition.

Yours very truly,
THE INDEX PUB. COMPANY.
Per J. S. Bailey.

Greenwood, S. Car.

I find the *Index* a fine, large sixteen-page sheet of southern make, southern opinions and southern temperament. The front page is clean, and how well it is made up can be seen from the accompanying reproduction, exhibit 19. This is about as good a "scheme" as can be chosen for six-column pages. The mechanical makeup of the balance of the paper is not quite so correctly handled, although it is not bad. The advertisement composition shows haste. It lacks finish,

No. 19

the general aspect indicating roughness and somewhat prominent disregard, or ignorance, of harmony in type faces. This criticism is based on the work as a whole, for in some instances really neat and attractive effects are achieved, which may denote that more than a single hand has had a finger in the pie. The *Index* is evidently linotyped and as a result its contents are delightfully abundant. Column after column of reading matter, bright, entertaining and up to the moment in interest and purpose. In this respect it is one of the leading weeklies that I have recently inspected.

O. Byron Copper, De Soto, Wis.

SIR:—We are sending you today under separate cover copies of our publication. We are not subscribers to the NATIONAL PRINTER-JOURNALIST, and do not know whether it is in keeping with your policy to offer criticisms in that case; but if it is we shall appreciate to have your valuable opinion of our paper as a whole and of two or three of the ads.

Thanking you in advance for whatever courtesy you may care to extend to us, we are,

Yours very respectfully,
Wabasha, Minn. WABASHA COUNTY HERALD,
S. M. Quigley.

Yes, Brother Quigley, right or wrong, the service of this department of the NATIONAL PRINTER-JOURNALIST is exactly like the sun—it "shines alike upon the just and the unjust," alike upon the saint and sin-

Beautiful Figure
A correct Corset will give it. We have
Warner's Rust Proof Corsets
In many styles. Comfortable sitting, standing or walking. No awkward ridges and bulges. Guaranteed not to rust, break or tear. We can fit you right at prices ranging from $1 to $3.
S. Hirschy & Son

No. 20

ner—which in this case, you will readily comprehend, is the subscriber and the non-subscriber. You can see, I dare say, that your position in this instance is on a direct parallel with that of that reader of the *Wabasha Herald*, who has got along all these years by borrowing his neighbor's paper, and who, whenever

No. 21

Suits and Top Coats
Made to Your Order
$24.50 to $30.00
Correct Style, Perfect Fit, First Class Workmanship Guaranteed
Loechler & Miller
MERCHANT TAILORS

No. 22

any member of his family has done anything real smart, like getting married, bucking the suicide of the race, or dying, has always been very careful to let you know all about it and expected you to write up the event in a wordy story. I know what your natural opinion is of him—but you know how he could redeem himself—and the same remedy is open to you in this case. The *Wabasha Herald* is a seven-column quarto with ready- printed interior. In spite of a very badly worn dress and column rules, a fairly creditable print is secured. The ad faces are modern and in excellent condition. The two columns of displayed matter on the initial page is deplorable, but one could hardly find fault with the contents of this paper. The editorial

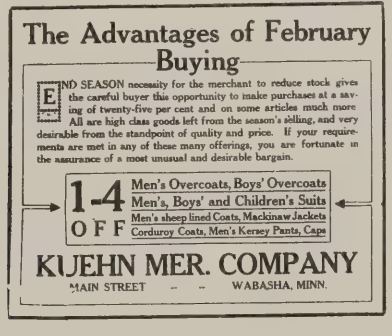
department is both extensive and entertaining in the extreme; there is a combination of the light wit and heavy reasoning seldom seen in a single column. The ad-compositor is a skillful hand, but it is evident that much of his talent is yet untrained. I am going to yield to the emotion and reproduce several of these ad-specimens and comment upon them in order; Consider first exhibit 20. Here is an artistic idea, but it was hardly carried out successfully. The proper treatment would have been to run the double cross rules just below the heading, "Beautiful Figure," and just above the signature "S. Hirschy & Son." The effect

No. 23

NOT IN IT
The prices of mail order houses are not in it
Our 10c Sale
OF LARGE SIZED
TINWARE
Will surprise you. Articles worth four times as much. Your choice for 10c.
See our window display
JULIUS SCHMIDT

No. 24

would have been perfect balance with the preclusion of the meaningless emptiness at the top and bottom. I would have preferred an "A" preceding the word "Beautiful" in the catch line. In exhibit 21, we have another very artistic design of the architectural order. This is very neatly, completely and appropriately done. It gives the suggestion of the entrance to a bank, alright, but is a fashion of typography for which I personally never had a great liking. I have seen the columns made to look more realistic by the use of three or more 6-point rules with rounded ends, run up and


The Advantages of February Buying
END SEASON necessity for the merchant to reduce stock gives the careful buyer this opportunity to make purchases at a saving of twenty-five per cent and on some articles much more. All are high class goods left from the season's selling, and very desirable from the standpoint of quality and price. If your requirements are met in any of these many offerings, you are fortunate in the assurance of a most unusual and desirable bargain.
1-4 OFF
Men's Overcoats, Boys' Overcoats
Men's, Boys' and Children's Suits
Men's sheep lined Coats, Mackinaw Jackets
Corduroy Coats, Men's Kersey Pants, Caps
KUEHN MER. COMPANY
MAIN STREET - - WABASHA, MINN.

No. 25

down, six points apart, representing the grooves so frequently present in the real thing. In Exhibit 22 is presented something more ordinary, perhaps, but nevertheless better. Here is a finished piece of composition, and one in which, with the exception of the slight underscore, there is scarcely a technical error. Exhibit 23 is an improvement the compositor introduced in the same ad after it had run a week or two. But, is it really an improvement? The next example (exhibit 24) is remarkable chiefly for its attractive border invention. No one can deny that the next specimen (exhibit 25) is an attractive one. Its only fault is being a trifle overdone. The fancy border around the initial E is strikingly out of harmony with the balance of the work. A plain initial would have been far better. The underscoring of the lines in the panel is a thing I should not have recommended, especially not with such heavy-faced rule, and the abbreviation "Mer." in the signature line, I shall not pretend to know for what that was meant. It might stand for mermaid, mercy, or murder, mispelled. It would have been far better to have set this line in upper and lower case to permit the spelling out of this word "mercantile," and the address line below needn't have been spread out and separated with those hyphens. Closed up in the center of the line is the simplest and the sensiblest way to treat such things. Good laws, whether they pertain to the commonwealth or to the arts, are founded on common sense.

Here is a very interesting epistle from a former contributor, with which I am pleased to present you, dear reader:

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Some time ago, I sent you for review a copy of the Spreckels *Courier,* of which I was at the time editor. You said some very kind things about the editorial work and the general arrangement, but expressed it as your opinion that (judging the town from a large advertisement of the Improvement Club) the *Courier* was not as good as the town deserved; that too much plate, cheap foreign ads and space-killers were used; and not enough local news. I heartily agreed with everything you said. The reason I had not remedied these conditions was that I was not the proprietor. I did the literary and part of the mechanical part of the work, but not the management. It was largely because our ideas on this very point differed that a short time ago I retired from the position. I am enclosing you under separate cover a copy of the Spreckels *Enterprise,* which as you will notice is a store newspaper for my father's store in Spreckels—therefore the advertising locals sprinkled throughout the paper. We have solicited advertising from merchants where lines do not conflict with ours, so that with the third issue we changed from two to three columns, and the sheet is now more than paying for itself.

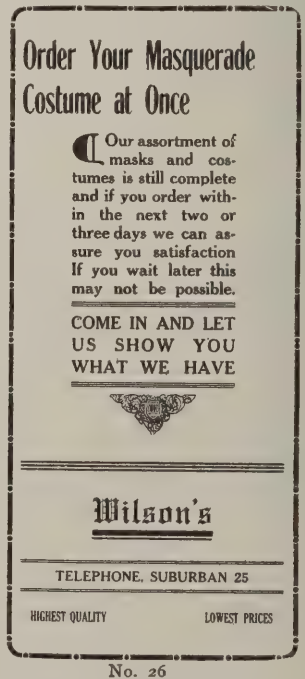
The general make-up, etc., is according to my own ideas in such matters, though I realize that there is still room for improvement. The mechanical work and most of the writing is also mine. While this makes no pretense at being a newspaper in the generally accepted use of the term, a strict count, item for item, shows that each issue has contained more local news items than the local paper for the same week.

Hoping you will favor us with your helpful suggestions, I remain,

Yours fraternally,

RUDOLPH A. WILSON.

I hope Brother Wilson may not be disappointed if I have to tell him that I can find little in his neat little sheet that requires improving—in fact, little that I


Order Your Masquerade Costume at Once
Our assortment of masks and costumes is still complete and if you order within the next two or three days we can assure you satisfaction If you wait later this may not be possible.
COME IN AND LET US SHOW YOU WHAT WE HAVE
Wilson's
TELEPHONE, SUBURBAN 25
HIGHEST QUALITY
LOWEST PRICES

No. 26

can suggest as improvement. Literary style, mechanical composition and make-up, contents, etc., are all

very pleasing and the print is good. Exhibit 26 shows one of Mr. Wilson's tasty ads. This ad is attractive and neat; but it could have been simplified considerably and in the same degree improved: If the main display lines had been centered and the body matter dropped somewhat lower, better balance would have been achieved; and the three rules just following the body above the signature, together with the underscore below the signature combine in making that "touch too much."

I am among the several editors of the United States who receive regular exchange privileges with that estimable magazine and power for good in the world—*Physical Culture*, by Bernarr MacFadden, himself, if I mistake not, a graduate in the calling of newspaper work. Through this magazine Editor MacFadden is doing a great work for humanity, combatting sham-modesty, destroying false theories and erroneous methods regarding different phases of human life, and building up bodily health with a sound line of reasoning and sane hygiene. I'm thinking that a great many of us city and country editors are daily and weekly using our editorial space in the exploitation of subjects far less worthy than those dealt with in *Physical Culture*, and it is my personal advice to everyone of my fellow editors to get into exchange with *Physical Culture*, profit by a perusal of its inspiring pages and, as well, pass on the good news to his own readers. When you have learned to know the magazine *Physical Culture* as I do, you will all understand.

Officers of the Hoe Company Entertain

The first annual banquet to the printing press salesmen of R. Hoe & Co. given by the officers of the company at the Waldorf-Astoria on Monday evening, May 2nd, was certainly a most enjoyable affair, bringing together in close touch the selling force and officers to exchange views and discuss methods for the improvement and betterment of the business, as well as to promote social relationship among members of the organization.

The President, Mr. Robert Hoe, received the guests of the evening, giving a hearty greeting to all. After an informal talk in the reception room, the party adjourned to the private dining-room, where covers were laid for twenty on a large circular table elaborately decorated with flowers and ferns.

The menu was as follows:

MENU.

Clovisses

Potage Sante

Radis Olives Amandes salees Celeri

Truite de riviere au bleu

Salade de concombres

Tournedos d'agneau, sauce Colbert

Pointes d' asperges au gratin

Pommes de terre, Palestine

Sorbet au kirsch

Chaudfroid de canneton

Salade de laitue

Fromage Gervais Bar-le-duc

Cafe

Graves Superieur Krug Private Cuvee Apollinaris

Liqueurs

After the repast, Mr. Robert Hoe made an address of welcome, calling attention to the fact that although this was the first banquet of the kind which had been given by the officers, he intended having one every year hereafter to promote the welfare of the business and fellowship among the men who are such important factors in the conduct of the business.

A silent toast was then given to the late Robert Hoe and all present arose as a token of respect for the late chief who had been the life and soul of the business for so many years. All of those present were called upon one after another to say a few words giving their views freely about the different phases of their business relations—not alone with the company but with their customers. In this way did the banquet become not only a material feast, but an intellectual one as well. The parties all enjoyed themselves and vowed they had never before had so much fun and instruction combined. Greetings were sent by cable to their co-laborers in London, wishing them health, happiness and success, and all were sorry when the hour came to depart.

A large-sized photograph was taken of the group sitting around the banquet table and a copy of the picture later presented to each of those present.

Much credit must be given to the management of R. Hoe & Co. for the way they are introducing new methods, not alone in the selling end, but in every other branch of the business, with a view of still further increasing the already large establishment which is catering to the printing trade all over the world, and the great rush of business shows that these methods are unusually successful. So fast are orders for large machines coming in that the only question with the Hoe people is how to finish the work in time to satisfy so many customers.

Those present were: Robert Hoe, F.W.H. Crane, P. P. Chew, W. Spalckhaver, Edward G. Pringle, Oscar Roesen, Otto L. Raabe, Richard Kelly, A. J. Gallien, R. C. Seymour, Rozier L. Bouis, Wm. Nixon, J. Carruthers, E. C. Melledge, Howard Reynolds, E. P. Sheldon, H. S. Mount, F. Crowther, H. V. Ball.

Items of Interest

C. A. Silas, editor of the Villisca, Iowa, *Letter*, has been married.

The Sioux City, Iowa, *Journal* completed forty years of existence April 18th.

R. E. Morris, editor of the *Telegram* at Runnells, Iowa, has announced himself a candidate for state representative on the republican ticket.

D. D. Martin, formerly city editor of the St. Joseph, Mich., *Daily Press*, has accepted a position on the editorial staff of the Lansing, Mich., *Republican*.

J. C. Marquis, editor of agricultural publications at the University of Wisconsin, has been given the additonal title of instructor in agricultural journalism.

A wedding of interest took place at Ottumwa, Iowa, April 20th, at St. Mary's Catholic Church, when Emmett C. Dougherty, city editor of the Ottumwa *Courier*, and former president of the Iowa State League Board, was united in marriage to Miss Margaret J. Conroy.

J. K. Garrett, a newspaper reporter on the Burlington Iowa, *Hawkeye*, has been appointed police judge and clerk by the commission plan city council. Both offices were combined and the salary fixed at $25 per month, effecting an annual saving of $2,000. Mr. Garrett will make it a side line to his newspaper work.

The Associated Press Convention

On Tuesday and Wednesday, April 26 and 27, the Eleventh Annual Convention of the Associated Press was held at the Waldorf-Astoria, New York City, and was followed by that other great organization of American daily newspapers, the American Newspaper Publishers' Association.

The Associated Press is strictly a business, news-gathering and news-distributing organization, managed by its officers and a board of directors and employes. The annual meeting is devoted mainly to listening to reports of officials and the electing the members of the Board, five members retiring each year and vacancies occurring by death and other causes. The Report of the Board of Directors contained many items of interest, among other things, it showed how the expense of daily newspaper publishing may be materially increased by the occurrence of great news events like the recent earthquake in Italy and the hunting tour of an ex-President of the United States to the heart of Africa.

The Association expended in securing the news of the world for its members, during the year, $2,665,-561.56 and received from members $2,603,292.81, leaving a deficit of $62,268.75.

The report gives the reasons for some of this increased expenditure. The account is intensely interesting and greatly valuable as showing the wonderful accomplishments through systematic organization and all the wonders of garnering and transmitting the news of the whole world every day to the tens of millions of readers of the American daily newspapers. It was in part as follows, and contained in its summary of the work done, an epitome of the great historic events of earth for the past twelve months:

The increased expenses during the year were partially due to an enlargement and strengthening of the working personnel, and to the physical betterment of all the central offices and partly to the reporting of a number of unusual news events.

The working force has been augmented by highly-trained newspaper-men of broad experience in all the departments of news-gathering and news-handling, and the effect of this recruiting of the working force has resulted in a greatly improved general news report, and in more rapid handling of the report to all of the members.

All news of a bulletin character, as an illustration, now passes across the continent from New York to San Francisco and the other Pacific Coast cities in from five to six minutes of elapsed time, whereas in previous years a much longer period ensued. In case of what is known as "flash" intelligence, representing simply the fact of a notable incident, even this period of actual elapsed time has been lessened.

In the matter of handling important domestic news events, the Associated Press is now called upon to do this work largely through its own staff correspondents. Much of this news in former years was received through the special reports of members in their respective home fields.

The demand, however, of the membership for a comprehensive and more rapid handling of important news occurrences has made it necessary for the management to send staff men to report many of these happenings. This has caused a greater expenditure than formerly, but in turn has resulted in a much more satisfactory and altogether quicker reporting of news in which the press of the entire country is interested.

Such incidents as the Cherry mine disaster, the Reel Foot Lake tragedy, important court trials and general conventions, have been reported by staff correspondents of the Associated Press to a larger extent than ever before.

Big Expenditures.

A number of news events of exceptional importance occurred during the year, entailing the expenditure of large sums of money to meet the pressing news emergencies. Three of these events, at least, were of historic magnitude—the discovery of the North Pole after centuries of effort, the Messina earthquake involving a death loss making it the greatest tragedy on record, and the departure of a retiring American President from the White House for the heart of Africa.

The Italian earthquake occurred a few days before the opening of the year, but its terrible effects with the attendant moving of correspondents to the scene, and heavy increase for cables, were prolonged through the early months of the new year. On January 4th the cable from the earthquake points reached the highest daily total, 4,087 words, and the aggregate for the month reached 32,775 words.

Our own correspondent at Messina, Joseph Pierce, was killed. Besides dispatching staff correspondents from Rome, Paris, and other points, special correspondents were hastily recruited and sent to the scene. These measures resulted in a cable service which was pre-eminent for the completeness, promptness and graphic detail of this greatest of all tragedies.

The circumstances attending the discovery of the North Pole entailed exceptionally heavy disbursements in sending correspondents to remote and almost inaccessible regions of the Far North, equipping and dispatching an ocean-going tug to Labrador to meet Commander Peary. The forwarding of dispatches by wireless telegraph from Labrador, and from Dr. Cook in mid-ocean, was necessary to meet exceptional conditions.

The fact that this notable discovery was claimed by two Americans made it a news event peculiarly within the range of an American news-gathering organization. The first announcement of the claim of each explorer came through the Associated Press, and, although the detailed stories of the explorers were purchased at large expense by private parties, our service was notable for its completeness on the actual news developments in Copenhagen, Labrador, Sydney and many other points.

Expresident Roosevelt's trip through Africa was of such a novel character, and was attended by so many elements of possible danger, that it was deemed essential to cover his journey through the African wilderness.

This has involved an outlay in equipping a staff correspondent and his expeditionary outfit and heavy telegraph and cable tolls, services of native runners, etc., from points in the heart of the jungle to cable stations and thence by circuitous cable routes traversing the Indian Ocean, Red and and Mediterranean seas, and the Atlantic Ocean, making an aggregate cost for defensive protection and for tolls reaching a high figure.

Other news events involving considerable expenditures during the past year have been the trans-continental tour of President Taft, the massacre in Turkey, leading up to the revolution at Constantinople and overthrow of the late Sultan; the War of Spain in Morocco, and the bloody riots at Barcelona: and recently the insurrection in Nicaragua, resulting in the abdication of Zelaya.

President Taft's trip, covering 12,750 miles and touching all sections of the country from the Atlantic to the Pacific and southward to the gulf and to Mexico, was of such a notable character that a staff correspondent accompanied the party throughout the trip, involving a large outlay for telegraphic tolls.

The Turkish massacre began at Adana, Asiatic Turkey, in April, 1909, spreading to Tarsus, Hadjin and many other points where the fatalities ran into the thousands. As Constantinople was threatened with uprising, our correspondent in Berlin was sent to the Turkish capital, where, with a hastily improvised staff of correspondents placed through the massacre region, he forwarded complete and vivid accounts of the disorders culminating with the bombardment and capture of Constantinople by the revolutionary element.

The emergency of the Turkish massacres developed an entirely new reliance in newspaper correspondence, namely, the American missionaries stationed at remote regions of disorder.

A number of these missionaries were commissioned as our temporary correspondents; and their dispatches from Beirut, Adana, Tarsus and other points of Syria were the first and only information of the appalling magnitude of the horrors, and were among the most graphic portrayals of the scenes of the massacre. These emergency

expedients involved outlays for services and for telegraph and cable tolls over long distances.

COVERING THE NEWS.

When the situation in Nicaragua recently reached a critical stage, two staff men were sent to the scene. We have thus been represented at the government capital, Managua, and at the insurgent headquarters, Bluefields, and have received a service covering the execution of the Americans, Groce and Cannon, the flight of Zelaya, and the series of sanguinary battles they fought.

The termination of the world-encircling and record-breaking cruise of the American battleship fleet occurred in 1909, the cruise ending at Hampton Roads, on February 22nd.

Throughout the trip the Associated Press was always represented on board the ships in whatever quarter of the globe the ships touched, day or night, and ample dispatches were forwarded, the reports from all points in South America, Australia and the Orient showing the scope of the service.

The Alaska-Yukon-Pacific Exposition, the Hudson-Fulton celebration, the dethronement of the Shah of Persia, the flight of Bleriot across the English channel, the assassination of Prince Ito, and the Steinheil trial at Paris are some of the other events of the year which required special provision.

Aside from the foregoing notable news events of the year, with their attendant expenses, it should be borne in mind that on the ordinary and current news events of each day the Associated Press covers, day in and day out, every section and corner of the United States and the entire outside world, giving to each event its proportionate importance so far as this can be determined by the intelligent judgment of correspondents and editors.

It is but due recognition of those engaged in the work of gathering and distributing the news to say that they constitute an army which, in point of efficiency, is equal, if not superior, to any similar body ever organized, and in point of number is by far the largest body of news-gatherers assembled under one organization.

This record of newspaper work, which was only possible through the uniting of leading newspapers in every State and Territory of the Union, in the securing of general and foreign news, is not only interesting and informing to newspaper-makers and readers alike, but is a striking illustration of the possibilities of accomplishment through modern methods of friendly co-operation in a broad, liberal spirit of enterprise for the service of the whole people of a great Nation. Much credit is due General Manager Melville E. Stone, who has commanded a mighty army of intelligence, in which every soldier has been found at the post of duty and every one, when occasion has demanded, has proven himself a hero. The results of this constant campaign of knowledge or information, are constructive not destructive, tend to uplifting, bettering and inspiring and the uniting of all men everywhere by common bonds of sympathy and understanding. Men have, in the past, hated and sought the destruction of each other through misunderstanding and ignorance, today the newspapers carry fullest possible information to all quarters of the globe and in cases of want or disaster, spontaneous floods of sweetest charity and benevolence flow forth as did the waters, in old time, leap from the solid rocks in response to the blow of the great leader and prophet, Moses, whose stroke was guided by intelligence, love, deepest sympathy and unswerving faith. The newspapers, bringing all men into relationship of common knowledge, constitute the greatest possible peace congress.

The following sketches given in the New York *Times*, of the seven members elected to the Board of Directors of the Associated Press, this year, will be of interest to readers of the NATIONAL PRINTER-JOURNALIST:

Mr. Howell, who is the well-known editor of the Atlanta *Constitution*, has been a National Democratic Committeeman from Georgia since 1892, and from 1900 to 1906 was a member of the Georgia Senate. He succeeded Henry W. Grady as managing Editor of the *Constitution* in 1889, and succeeded his father as editor-in-chief in 1897. In 1901 he bought out Col. W. A. Hemphill's stock in the *Constitution* and became president of the company. He has been a director of the Associated Press for ten years.

Mr. Knapp is an ex-president of the Associated Press, as well as of the American Newspaper Publishers' Association. He has been in active newspaper work since 1867, when he entered the service of the Missouri *Republican*, of which his father was one of the principal owners. For several years he directed the *Republican's* Washington bureau. When he became president of the publishing company, in 1888, he changed the name of the paper to the *Republic*, of which he has since been the active editor-in-chief as well as owner.

Mr. McClatchy comes of a California newspaper family. The Sacramento *Bee* was conducted by James McClatchy, the veteran California editor, for many years, until 1884, when his son, Charles Kenny McClatchy, became editor. Mr. McClatchy represents the Pacific Coast on the board.

Mr. Barr of Pittsburg has long been prominent in Democratic politcs, is president and general manager of the Pittsburg *Post* since 1886, and is also president of the Sun Publishing Company of Pittsburg.

Mr. Clark, a graduate of Yale, has been connected with the Hartford *Courant* since 1871. He is president of the Courant Company, a director of the Connecticut Mutual Life Insurance Company, and treasurer of the Wadsworth Athenaeum.

Frank Brett Noyes, until recently editor of the Chicago *Record-Herald*, and now editor of the Washington *Evening Star*, has been president of the Associated Press since June, 1900. In returning to Washington he came back to his native city and to a familiar atmosphere in the *Star* office, where he was manager for twenty years prior to 1901.

Mr. Weis is head of the largest evening newspaper of the rapidly-growing city of Duluth, and is regarded as one of the most progressive newspaper editors and managers in his State.

SUBURBAN PRESS OF NEW ENGLAND ELECTS OFFICERS.

The monthly meeting, which was also the annual meeting, of the Suburban Press Association of New England, was held at the Crawford House, Boston, Monday, April 25th, when the election of officers took, place the following being chosen to serve for the ensuing year: President, Isaac M. Marshall, Manchester, Mass.; Vice-Presidents, L. M. Conwell, Somerville, Mass.; L. O. Williams, Putnam, Conn.; G. W. Southworth, Needham, Mass.; Chester W. Robbins, Old Town, Me.; C. H. Thurston, Westboro, Mass.; H. E. Emerson, Winthrop, Mass.; E. F. Sibley, Olneyville, R. I.; Recording Secretary, Alexander Starbuck, Waltham, Mass.; Corresponding Secretary, R. William Waterman, Athol, Mass.; Treasurer, Ernest H. Pierce, Revere, Mass.; Auditors, Isaac M. Marshall, Alexander Starbuck.

The National Theatre Advertising Company of Chicago has been incorporated for $10,000 to do a general advertising and mercantile business. Paul Pauz, Leon S. Alschuler, Charles W. Stiefel are incorporators.

The Press Club of Chicago, the Chicago Newspaper Club, the Chicago Literary Club and other organizations of similar nature held a combined memorial meeting at the Press Club of Chicago Saturday evening, April 30th, in honor of the late Samuel L. Clemens. It was at the suggestion of Mark Twain that the Press Club of Chicago was organized more than thirty years ago. There were addresses by Opie Read, Franklin H. Head, Roswell Field, Edward O. Brown and others.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at e Chicago Post-office as Second-class Matter

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CHICAGO, JUNE, 1910

We hold no brief for either Mayor Gaynor or Editor Hearst, of New York, but an incident occurred at the banquet of the Newspaper Publishers' Association in New York, growing out of the relations of these gentlemen, and a newspaper publication, that is not without instructiveness to newspaper-makers. Mayor Gaynor accused the editor with "the committing of two felonies," and then explained these offences to consist in the printing in the newspaper, of a copy of a New York City order for $48,000, omitting two dates, charging this to have been done with the view of making the present administration to appear responsible for an act of the previous administration. The inference was drawn that these dates were purposely omitted from, or routed out of, the plate with the purpose to deceive. As a matter of fact, writing very frequently will not reproduce on a photographic plate unless it is written or traced over with India Ink, and the editor claimed that, while the dates were not reproduced, they were printed in the article, so that there could have been no intent to deceive. The question of interest to publishers, however, is one as to libel. As we remember the law, if a person charges a certain crime in words and then by his immediate explanation shows that what was charged was no crime, but that there was simply a misuse of a word or words, on his part, this would not be actionable or libelous. The object of the law is not to promote but to prevent litigation. It is certainly not forgery or changing a public record, merely to print a photographic reproduction thereof omitting the date. From any point of newspaper publishing, such a thing would certainly be very foolish and reprehensible, if intentional and with the purpose to deceive. The newspaper man who would do this would prove himself much more a fool than a criminal. There were no dates substituted in the document, for those omitted, no change in the original document, which still remained intact, ready to be presented at any time to correct any mistake, omission or change in any publication of the same. Had there been another date substituted in the place of the right date, the case would have been different and the intent to deceive would have been apparent. The singular thing, in this matter, is that a learned judge, many years on the bench, should have called these things felonies, forgeries and changes of a public document, which his words showed were nothing of the kind. While we doubt whether, under the circumstances, there would be any possibility of successfully bringing an action of libel against Mayor Gaynor, we can easily see, with such broad charges made by such a man, how a newspaper, in giving a report, might be led into making assertions in head-lines or elsewhere, separate from the explanation of what was meant as mdae by Mayor Gaynor, that would be actionable.

* * *

It certainly is wise for a newspaper in printing charges of wrong-doing by one man against another to be certain of the truthfulness of the charges or to be sure not, by unexplained words, to go further than the gravamen of the complaint or charge.

* * *

Another thing is worthy of remark and that is the growing tendency to charge wrong intentions upon newspapers and thereby constantly impairing the reputation of the public press for reliability. Newspaper men are not guiltless as to this latter offense when speaking of competitors. There are some yellow journalists, undoubtedly, but the newspapers that will knowingly falsify, or pervert the news are very few, if there are any such. News may be played up, made graphic and sensational in details, and wrong inferences may be drawn from facts in editorials, but misstatement of facts, intentionally, is exceedingly rare. That, in the face of all the charges of unreliability, all the people take and read the papers and confidently rely on the news contained therein, are strong evidences of general reliability.

* * *

We might not have written the foregoing, had we not, immediately after the reading of this occurrence in New York City, listened to an address by Representative Hill, that newspapers and magazines had lost all influence through unreliability and misrepresentation, and if he wanted to be elected Mayor of a city, he would go around and slap every editor in the face. This is the reward reaped by a few partizan papers that, through a false idea of party loyalty or for other cause, have supported unworthy men for office. If

the press, at times, has proved corrupt and unreliable, politics and politicians have been largely the cause. Subserviency to office-seekers has been the worst and most foolish offense of newspapers. Now that politicians recognize the growing independence of the press, it is natural that they should consider the same offensively corrupt. When the leader of the regular Republicans in Congress publicly declares that he could save three hundred million dollars annually in the expenditures of the Government, a charge that the press of the country is corrupt and unreliable, comes with bad grace from the members of Congress who follow his lead and who are violators of their duties and of their oaths of office, if they do not work to protect the Government's treasury from marauders and to prevent all wrongful or unnecessary expenditures.

* * *

Reliability is the most precious jewel of the press and should not be cast away before swine. It should be guarded by every member of the calling. The paper that seeks advancement by crying out constantly and falsely against the reliability of others, is worse than the bird that defiles its own nest, for all other papers, as well, suffer from the filth, ill odor or contumely.

* * *

There is no calling, not even that of the judges of the bench, that demands more of judicial candor, than that of the newspaper calling and newspapers should be as candid and careful in speaking of each other as should those occupying the judicial bench.

Why Belong to An Association

In sending out the program for the Annual Meeting of the Nebraska Press Association at Lincoln, the efficient secretary, C. C. Johns, urged the following facts as to the value of membership in the State Press Association and attendance on these conventions, that might well be urged upon the newspaper makers of every state in the Union:—

Every other line of business in Nebraska is organized and is working together for the good of itself. It's united organization that's making headway.

And right now in the crisis of this organization—I appeal to every loyal newspaper worker in this state to come into the ranks, lend a shoulder to the wheel and help make the Nebraska Press Association the greatest and most powerful organization in the state. Just look at the good we can accomplish.

And you are the very man we are after.

There isn't any doubt in my mind but what the influence of this association is good. It tends to make better writers, better newspapers and better business men.

Just the other day I received a letter from one of the oldest members of the association. It makes a fellow feel good to read it:—

"No man who wants to make money in the newspaper business, or even to give reasonable satisfaction to his patrons, can afford to miss the annual meeting of the Nebraska Press Association. .Regular attendance for twenty years has convinced me."

And he is a man who has one of the very best newspapers in the state—and is making money.

There's some six hundred newspaper men and women in Nebraska. One hundred and fifty of them belong to the the Association. We're after those who don't. We want them to get the inspiration that comes from our annual gatherings too.

As secretary of the association, I realize more than any one else, the benefits of the organization and that's why I am making this sort of a personal—egotistical appeal to the Nebraska newspaper folks to come into the fold.

WHY EVERY NEWSPAPER MAN IN THE STATE SHOULD BELONG TO THE N. P. A.

It's the counting house where ideas about our own business are exchanged at par value.

It provides an inspiration to know what the other fellow is doing and to learn that you are not the only one who has "troubles."

It brushes the cobwebs out of a man's mental garret and gives him a broader view of the profession.

The power for good that the Nebraska newspaper folks can be at all times is mutiplied over and over thru united organization. Every other line of business is strongly organized. So must we.

NOW WHY SHOULD I JOIN?

Because I believe in boosting my own profession.

Because I want to help my own interests by uniting with such a body.

Because the most successful publishers in the state attend the annual meeting and talk "shop." I can get new ideas—new inspirations.

Because I get fourfold returns in general trade knowledge at every meeting.

Because I can learn more about Nebraska.

Because it is an ideal vacation for me.

Because I can mix with fellow workers, who enjoy the same benefits and have the same troubles.

Because I love my chosen work.

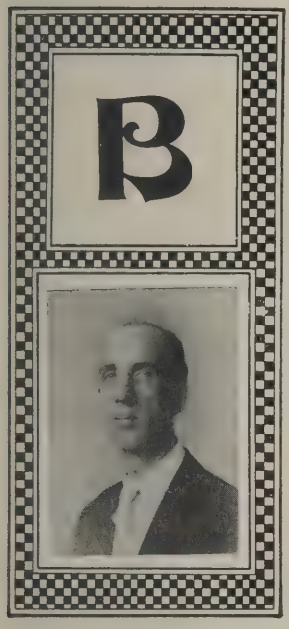
The program was an especially attractive one and there was a feast of practical discussions, papers, questions and answers, covering all most important and practical affairs in the printshop and newspaper making and "Conservation and Prosperity." The beautiful, enterprizing city of Lincoln contributed substantial interest to the occasion, aside from liberal entertainments, by the offering of $300.00 in prizes on the topic, "The Future of Lincoln, as Viewed from the Present Conditions."

STUDENTS WHO ARE ALREADY PRINTERS.

Beautiful, indeed, is the *Winona Printer,* published by the Trade Schools of Indianapolis. The students of the Winona School of Printing are surely to be congratulated on the excellence of the color-printing in this magazine. This school, as has been explained in the NATIONAL PRINTER-JOURNALIST, which is cordially thanked for its assistance, is not conducted for financial gain. The tuition does not cover the expense incident to the instruction, and no commercial work is produced for financial returns. The pertinent statement is made that of all the great variety advertising they have done, this high-class publication has been found the most effective. This shows the value of a house-organ to printers who can get up one which is a work of art. This has been shown so many times in this department,, by letters from printers who tell of the actual results house-organs have achieved, that it is a wonder to me that many good printers I could name, seem to be doing nothing in this line of printing publicity.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 925 Linden Ave., Wilmette, Ill.



BY far the most interesting contribution which has come in during the month is a bunch of specimens printed by the Indian students at the Government school at Carlisle, Pa. This work is all executed by the student apprentices under the direction of the school printer, Mr. E. K. Miller, no other person of practical experience in the trade being connected with the department. The work includes stationery, programs, wall cards, copies of school publications, and the annual report of the institution. The latter is far different from the ordinary Government document, being printed on antique deckle-edge paper of very good quality. The title page is set in a band effect and printed in two colors, and the cover is an antique brown, printed in a darker shade of the same color and with a dash of blue under the title. Another meritorious specimen is a copy of *The Red Man,* a publication which is not only printed by the Indians, but for which they make many of the illustrations and write much of the matter. It is gotten up in more satisfactory style in every way than some magazines of general circulation. Many of the wall cards have special reference to the trade, and some of them have found their way to the walls of the shop where the work is done on the National Printer-Journalist, where as in other offices, I trust they will prove a source of inspiration to better work. One such has this very appropriate legend:

The printing-office workman who strikes an unnecessary blow on any machine, furniture, or other material, or who bruises, cuts, files, or otherwise mutilates any type, ornament, quad, or brass rule, prepares future trouble for himself and his fellow-workmen, and is a nuisance to them, as well as an unprofitable employee, and a continual menace to the quality of the work.

Much of the ornamentation on this printing is in bright colors and peculiar design, reminding one of Navajo blanket; but it is always in good taste, never offending one's sense of harmony in colors or design. The presswork is uniformly excellent.

In response to my suggestion in the April number for a resetting of the title page of catalogue for the Buffum Tool Company I have received reset suggestions from the following:

E. A. Frommader, Moline, Ill.
C. E. Syler, Vandalia, Mo. (2).
J. Percy Matkin, Mt. Pleasant, Tenn.
Wm. J. Conlin, Hingham, Mass. (2).

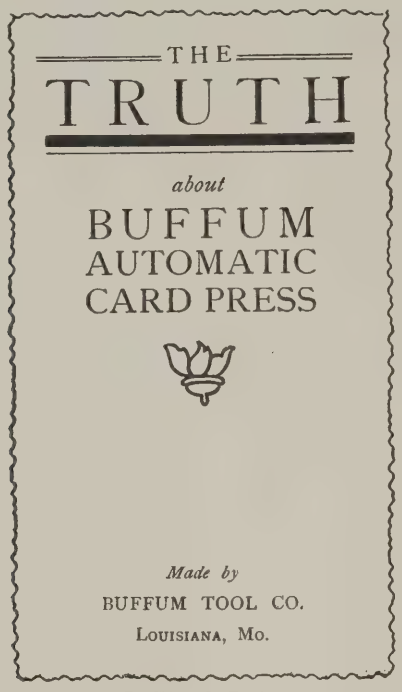
All of these are being shown herewith. Mr. Frommader has, I think, caught the spirit of the piece of

By J. Percy Matkin

work very successfully. The emphasis of the word "Buffum" is a happy thought and serves to give character to what would otherwise have been an unattractive page. Mr. Conlin in one of his specimens has emphasized the word "Truth" which from a logical typographic standpoint is probably more correct than the

By E. A. Frommader

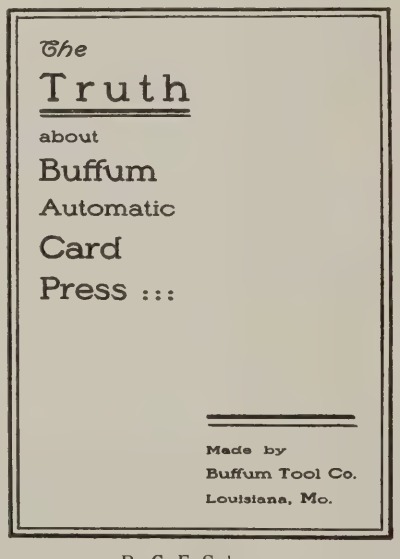
other; but in this case it does not look so well, nor does it serve the purpose of whetting the curiosity so successfully. On the plainer one of Mr. Syler's com-



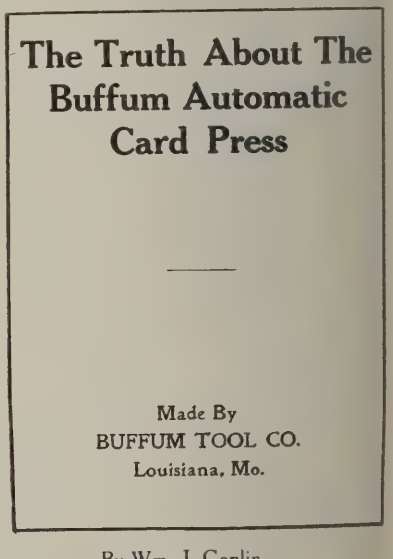
By Wm. J. Conlin

positions he suggests that a cut of the machine should be substituted for the dash in the center of the page, but even at that the page would scarcely be more than

By C. E. Syler



By C. E. Syler



By Wm. J. Conlin

commonplace. His other head is much more satisfactory, and with a cut of the machine in the place of the book cut, would make a very commendable title. The cut which he uses is, of course, intended to emphasize the idea of truth, but something less conventional should be substituted for it.

It is worth while to get the other man's point of view on almost any matter. Lawyers sometimes say that they spend more time studying the opposite side of a case than in reviewing their own. I am therefore, making an extract from an article which appeared in *Modern Methods* a couple of months ago, written by Mr. E. St. Elmo Lewis, publicity manager for the Burroughs Adding Machine Company, and to which he has given the title of "The Business Man and Good Printing." He says in part:

What is an artistic result?

To me an artistic result in printing is the combining of type, ink and paper in such a way as to produce a *sentiment* in favor of the printed thing. It attracts favorable attention, it is provocative of pleased interest, it arouses confidence in the message it bears, and withal, a distinct sense of pleasure in the man who is considering it.

This applies equally to the simplest piece of commercial stationery and to the most ornate catalogue. When you have reduced that statement to its last subtle vanishing point of your logic, you will find that it withstands every test of the acid of your reason. I ask you to think of it, with an open mind, for in it lies the whole answer to your problem: "What is art?"

Any successful piece of printing bears a definite relation to the purpose for which it is intended. We print letterheads on writing paper, not on half-tone coated.

We do not set up a machine catalogue in a hair-line letter and decorate it with a scroll-work of daisies and mignonette—not unless we again fail to catch the spirit of the thing.

Even the most indifferent to the eternal fitness of things do not display a millinery opening announcement as they would a notice of a sale of horses and mules.

These are crude examples, to be sure, and are certainly obvious enough.

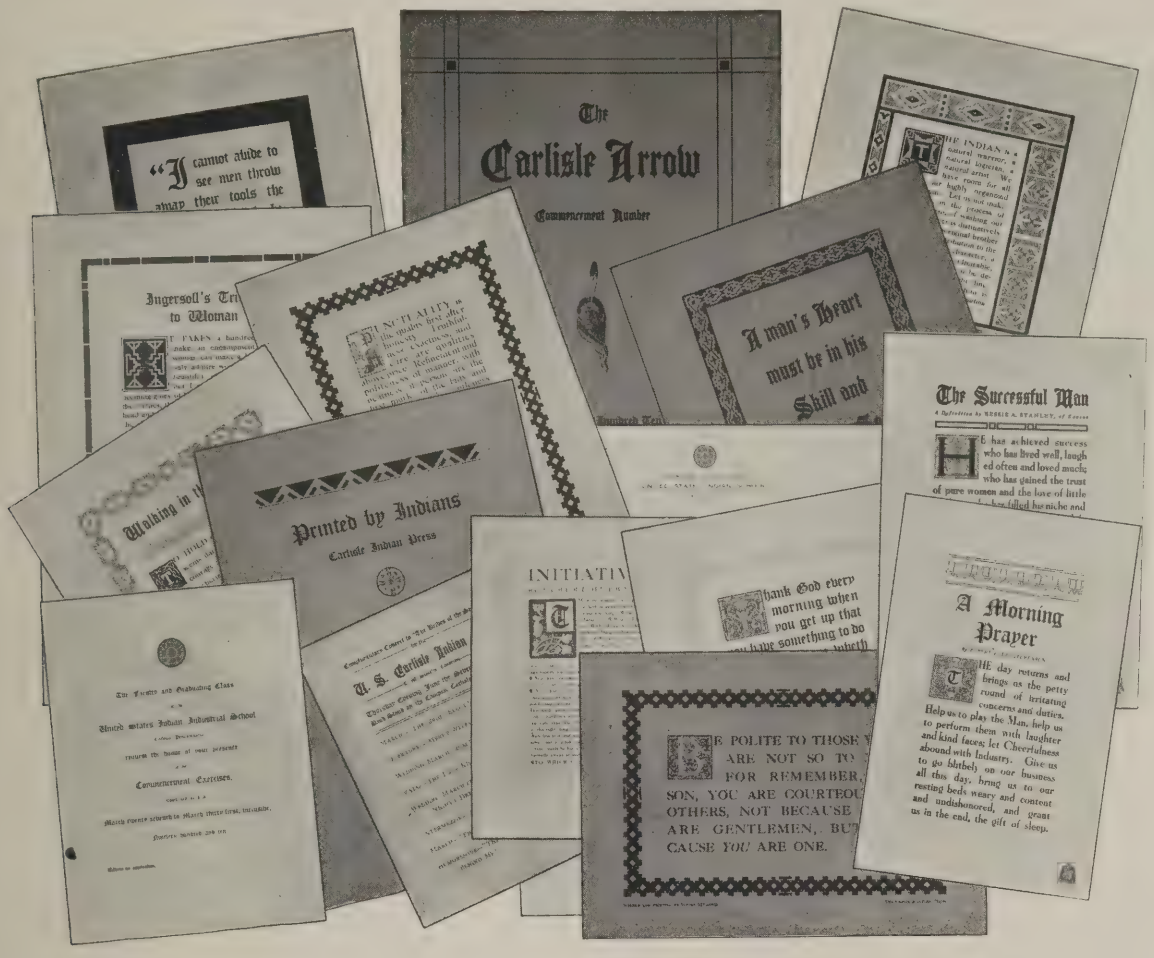
The printer of today and tomorrow does and will place the emphasis on service to the user of his wares. He will take for granted, as the user does, that he knows how to get the best result from his mechanical equipment, that he has the mechanic's knowledge of his tools, but he will go a long step further. He will give the buyer the best product from the standpoint of the most intelligent buyer of quality and efficiency.

I like the term "efficiency" because to me it means so much more than mere printing—it means printing that accomplishes the end for which it was purchased, *i e.*, to produce results for the buyer.

The craftsman will be prepared to show the buyer, if the latter does not know, how he can supplement the buyer in the latter's effort to get results. The craftsman will study the buyer's particular problems and insofar as printing has to do with their solution, help in their solution.

Here is a customer who wants a catalogue. It should be a good job of printing. It is worth an effort to get it. Yet 90 per cent of printers will expend their whole effort in wire-pulling or in price-cutting. On the other hand, suppose that one of those printers went to the customer, got his ideas and his copy, an idea of what the customer wanted the catalogue to look like, and then got a good artist and an expert compositor to join efforts in arranging a title-page, cover page, and probably to set up a couple of pages. When the dummy was arranged suppose the printer took his proposition and the dummy to his prospective customer. Which do you think would receive the most serious consideration—the arrangement that realized the customer's purpose and selling instincts, or the price alone of the others?

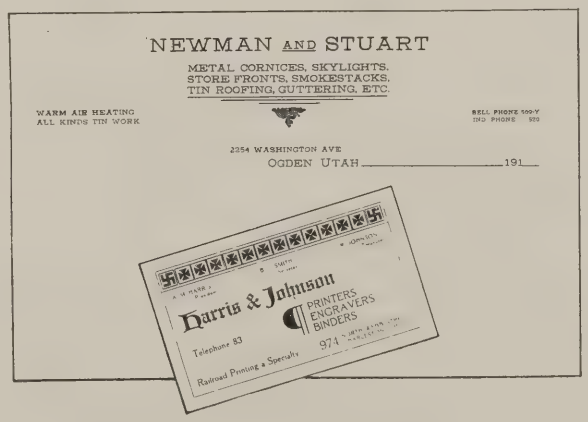
I do not remember having seen the specifications for the kind of man necessary to make a good printer better set forth anywhere than in a recent issue of


"I cannot abide to see men throw away their tools the
The Carlisle Arrow
Commencement Number
Ingersoll's Tribute to Woman
A man's Heart must be in his Skill and
The Successful Man
Printed by Indians
Carlisle Indian Press
A Morning Prayer
Thank God every morning when you get up that
Commencement Exercises.

THE WINONA PRINTER, and I believe it will be very helpful to reproduce a part of the article here:

There are few occupations which call for the creative ingenuity more variously than does the creation of good printing. Each separate piece of work requires some new ideas wrought out and harmonized to the variety of conditions with which it is surrounded. The first consideration generally is the nature of the business to be exploited. Then the time, the place and the price must be carefully considered; and following these come the stock and other materials with which to work. Each one separately, then collectively, puts in a claim for recognition, which must be quickly, yet carefully, weighed and measured. All these matters of general and separate detail have become so common to the experienced worker and so nearly an automatic habit of his brain, that he cannot appreciate what a wonderful combination of judgment, art and practical ingenuity he has really grown into, hence is not likely to have much patience with the one who cannot "see it all at a glance." On the other hand, the younger workman who never has had the responsibility of more than one or two abstract operations to the work and has only a faint conception of the relation of these to the concrete whole, cannot begin to appreciate his lack of general knowledge until he attempts to lay out a piece of work and see it through from start to finish. It is then he realizes for the first time that the beauty of the whole is the sum of the small details, each end of which has a power for distortion out of all proportion to its relative size.

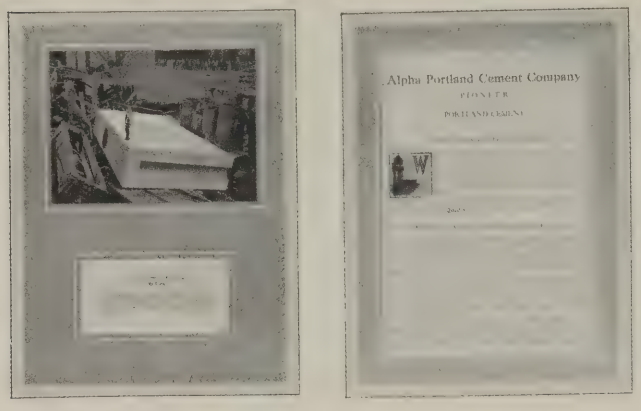
J. Warren Lewis, Odgen, Utah, is one of the guilty compositors who uses a cap "I" for "J" in Old English text. The error occurs, Brother Lewis, on the letter head for Joseph Barker, and is all the more noticeable because of the fact that the correct letter is used twice in the same heading. I am showing your head for Newman & Stewart as being an unusually good handling of a face which does not ordinarily lend itself to first-class stationery work, especially in series, as you have used it. Regarding the card which I am showing, it should be explained that the band of ornaments, the paragraph mark and the street number are in red, and the balance in black. I am not sure



that anything is gained by changing to the swastika ornaments at the end of the border line.

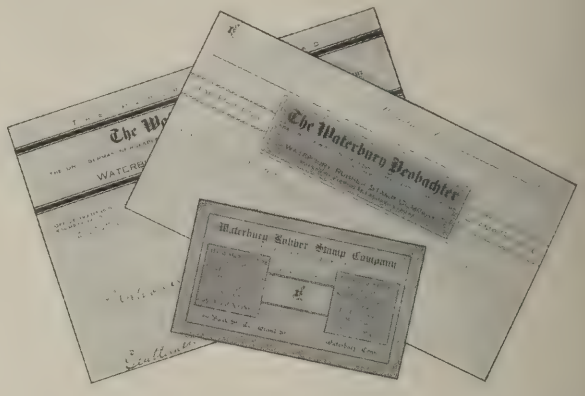
The first thing to reach me for a long time from the press of the Republican Publishing Company, Hamilton, Ohio, is a book gotten out for one of the big cement companies, and this has come to me in a roundabout way. It is ample evidence, however, that this company is still keeping up to its high average workmanship, if not indeed rather outdoing itself. It is

printed on the heavy enamel which this company knows so well how to handle, and each page has a wide border printed in a buff tint. The same tint is also used as a background for the illustrations. The book has a heavy cover made up in two shades of



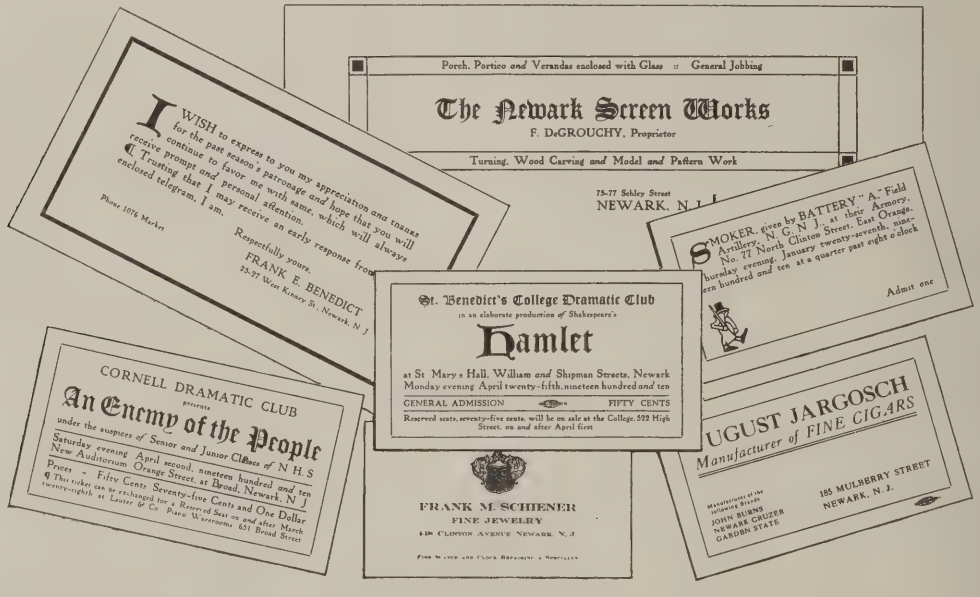
brown and embossed in gold, and with decorative brown end sheets. A jacket encloses the book, made of Japanese silk paper in fantastic design.

One of the most attractive letter heads in panel design which I have seen in a long time has been sent in by A. H. Farrow, of Newark, N. J., and is shown herewith, together with a number of others of Mr. Farrow's specimens. There is nothing one can point to in



this head as being particularly remarkable, and yet the general effect is very pleasing. It is worked out in a consistent, intelligent manner, and is just far enough removed from the ordinary to be attractive, while at the same time avoiding any possibility of being accused of freakishness. The cards are also exceptionally well done.

M. R. Taschenberger, editor and proprietor of the Waterbury *Beobdachter,* Waterbury, Conn., sends a bill head and card with the request that they be criticised in this department. The bill head is very satisfactory, except that I think I should have put the street and room addresses together in smaller line under the panel, instead of separating them and running them to the corners. On the card, it would have been better to have used the same style of text at the bottom as at the top, provided the compositor was sure that he wanted a text at all; as for myself I think I should have preferred a plainer letter, allowing the one line of text embodying the name of the company to stand out boldly. The lines "Job Printing" and "Ink Pads" look rather peculiar in caps at the bottom of the two panels; a general line at the top of each panel would have been more to the point. The lines "German Newspaper" and "Job Printing" are scarcely pertinent to the general trend of the card, as expressed in the name of the company. If they are to be used at all, however, I should put "Job Printing" where the room number now is, transferring that to the bottom line,

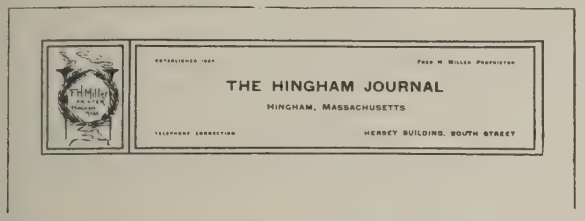

Porch, Portico and Verandas enclosed with Glass :: General Jobbing
The Newark Screen Works
F. DeGROUCHY, Proprietor
Turning, Wood Carving and Model and Pattern Work
I WISH to express to you my appreciation and thanks
St. Benedict's College Dramatic Club
Hamlet
FRANK M. SCHIENER
FINE JEWELRY
CORNELL DRAMATIC CLUB
An Enemy of the People
AUGUST JARGOSCH
Manufacturer of FINE CIGARS

with the rest of the address. On the whole, however, I think the job most deserving of praise is the letter head on which you have written. For the benefit of other readers I will say that the paper and ink combine two shades of blue, a combination which is always satisfactory.

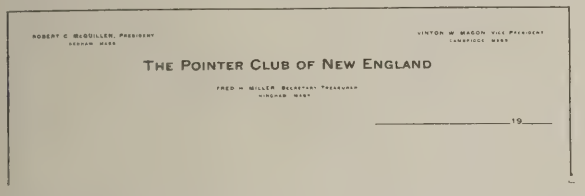
I have from the American Type Founders Company a booklet which is entitled "Correct Society Printing," and as its name would lead one to suppose, it tells a lot of things which printers ought to know as to sizes of cards and invitations, kind of paper, styles of type and composition, etc. My first thought was to reprint a part of this booklet; but there is so much which is of interest that I shall let those who desire

it secure it for themselves, so that they can get the benefit of the whole book.

Two letter heads showing a good handling of gothic for this class of work, are sent me by Wm. J.

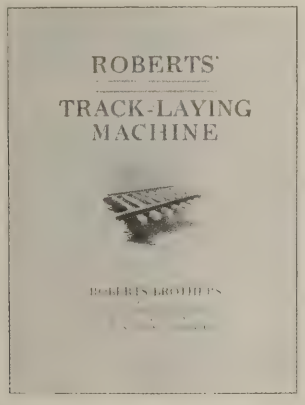


Conlin, Hingham, Mass. The booklets are also fairly satisfactory. A printer is scarcely entitled to make his imprint as conspicuous as you have in the case of the by-laws for the Pointer Club, though the fact



that you are an officer of the club probably accounts for the license you have taken in this regard.

From the press of the Binner-Wells Company, Chicago, I have a handsome catalogue, the title page of which is here shown. I wish it might have been



possible to eliminate the apostrophe, but I suppose the customer would not allow it.

In the minds of close observers there is not the least doubt that it is worth while to advertise in those mediums which reach the farmers. For those who have not studied the subject and are at all skeptical, no better proof could be brought forth than a little book recently published by *The Northwestern Agriculturist* of Minneapolis, the prosperous and well known publication into which Past-President P. V. Collins of the National Editorial Association is putting the best effort of the best years of his life. The book is entitled "What Farmers Use," and is all the more illuminating when studied in connection with a volume gotten out six years previously under the same title.

The book is a compilation of replies to a series of fifty-seven questions published in Mr. Collins' paper, asking the farmers to tell what brands of goods they were using along these fifty-seven lines. The later list includes a number of things which it was not thought necessary to incorporate six years ago, such as farm telephones, gasoline engines, manure spreaders, etc.; and in a personal letter Mr. Collins states that were the list to be compiled again he would include farm automobiles, steam, hot water and hot air heating plants for farms, and electric lighting and bath-room fixtures for farm houses.

Replies were received from 2,148 different persons, which go to amplify the facts shown by the first investigation, viz.: that the modern farmer is using the best grade of goods, and the ones extensively advertised in farm papers. Cheap goods do not appeal to the farmer. Take the matter of watches, for instance. Two of the best and most expensive makes of watches show a total in this list of 2,005, while the two best known names among the cheap watches show a total of only 57 in the pockets of the farmers who answered these questions.

Pianos show an increase, being in eleven per cent of the farm homes now as against eight per cent six years ago. The organ appears to maintain its popularity as a home musical instrument, although its use has not increased in percentage. While the actual number of organs in use is greater than that of pianos the latter shows an increase of over three per cent, which goes to demonstrate the fact that the farmers are buying less of the $50 organs and more of the $300 to $600 pianos because their tastes have changed and because they can well afford the increased cost and they want the best in that line that is on the market. The fact that there are nine more makes listed than there were six years ago alone indicates that the manufacturer is more alert to the advantage of pushing goods among a class of people who are becoming more particular as to the quality of what they buy.

It is sometimes supposed, also, that the farmer does not buy prepared breakfast foods. But this is shown to be a mistake, as practically every well advertised breakfast food is represented in this list by a considerable number of users. The fallacy that the farmer's wife still continues to make the soap for the household is hard hit, too, there being only three families on the entire list not buying laundry soap. Washing powder and scouring soap also come in for a fair share of patronage.

Harvey C. Kendall has assumed the management of the Dodgeville, Wis., *Sun Republic*. Mr. Kendall has been employed in the ad and job department of the Dodgeville *Chronicle* for the past year and four months, but was formerly on the *Republic*. Frank W. Hadden, the former manager of the *Sun-Republic*, was obliged to give up the management of the paper, owing to the fact that he received the appointment as special agent of the Census Bureau for Iowa County, and the work in connection with the appointment will require all of his time for the next four months.

Walt McKee, editor of the *Show World*, theatrical weekly, died at his home, April 27th. Mr. McKee left his office ten days before in apparent good health, but collapsed shortly after he reached home. He remained in a stupor from that hour until he died. He is survived by a widow. Mr. McKee came to Chicago two years ago from Philadelphia, where he acted as the eastern manager of the *Show World*. He came here as editor and held that position until death. He was well known in theatrical circles, having once been on the stage. J. H. Streyckmans, business manager of the paper, will assume his duties temporarily.

Editor's Week at the University of Missouri

[Written expressly for the NATIONAL PRINTER-JOURNALIST by three students in the School of Journalism: G. V. Kenton, E. R. A. Felgate, Gordon Fisher.]

THE first Editors' Week at any American University was held at the University of Missouri May 9th to 14th, under the direction of that University and of its School of Journalism. Its object was strictly educational, and it was promoted for the good that a week's school of instruction along newspaper lines would be to the editors of Missouri and to the students in the school of Journalism.

The success of the week is best shown by the comments of the editors who attended, the character and the number of the addresses by prominent newspaper men of Missouri and elsewhere, and the attendance of the week.

One hundred and thirty-three editors, representing 45 of Missouri counties, exclusive of St. Louis, Kansas City and St. Joseph, attended during the week. That such a representative group of Missouri editors thought well enough of the opportunity to take advantage of the week, speaks well for the undertaking. It shows that the newspaper men think there is good in it.

In all six days were planned for, and each day was full of new ideas for the newspaper man, and the students of journalism. The courses of instruction covered all branches of the work from composing room to the business office.

Herbert Kaufman, of Chicago, Victor Rosewater, of the *Omaha Bee,* Will Irwin, of *Collier's,* Joe Mitchell Chapple, editor of the *National Magazine,* Boston, and C. D. Morris, of the St. Joseph, Missouri, *Gazette,* delivered addresses at the evening sessions. They spoke respectively on "Advertising," "The Editorial Page," "The Art of Reporting," "Magazine Journalism," and "Essentials in Journalism."

Every morning at 8 o'clock assistant professor Frank L. Martin of the School Journalism, gave a lecture on newsgathering, and at 9 o'clock, Charles G. Ross, of the faculty, talked on copy-reading, and the preparation of copy. At 10 o'clock on Monday, Wednesday and Friday, Walter Williams, dean of the School of Journalism, lectured on newspaper administration, with especial attention to the editorial page. J. H. Craig, an advertisinng writer for the Brown Shoe Company, of St Louis, talked on the various phases of advertising at 11 o'clock each day. These classes were held from Monday to Friday, inclusive.

The afternoon sessions were devoted chiefly to a discussion of news from the city editor's standpoint. Those who spoke on the subject "The News as the City Editor Sees It," were Henry F. Woods, night editor of the St. Louis *Republic;* C. C. Cline, city editor of the Kansas City *Journal;* William V. Brumby, managing editor of the St. Louis *Star;* C. C. Calvert, city editor of the St. Joseph *News-Press* and Pope Y. White, city editor of the St. Louis *Times.*

Wednesday afternoon Mrs. C. A. Bonfils, (Winifred Black), of the Kansas City *Post,* told of the news as the newspaper woman sees it. Richard Spamer, musical and dramatic critic of the St. Louis *Globe-Democrat,* spoke on "Newspaper Criticism" Friday afternoon. "The Getting of Advertising" was discussed by W. G. Bryan, business manager of the St. Louis *Star,* Tuesday afternoon. His talk was followed by a general discussion on advertising.

George H. Scruton, editor of the Sedalia, Mo., *Democrat-Sentinel,* discussed "The Near City Daily," Wednesday afternoon.

The two assembly hours of the University of Missouri, were used by the editors. On Tuesday Herbert Kaufman spoke on "Some Things a University Cannot Teach." The Thursday morning hour was taken up with a three cornered discussion of the press by a newspaper editor, a magazine editor and a "star" reporter. The speeches were made by Victor Rosewater, Joe Mitchell Chapple, and Will Irwin. Irwin is making a special study of American newspapers for *Collier's Weekly.*

In his part discussion, Mr. Irwin said that the news columns were of greatly increasing importance over the editorial page. "People are beginning to think for themselves." he said. "The mission of journalism is to let in the light. Save religion alone, the modern newspaper is the greatest extra-judicial force in this generation. The profession of journalism as a whole is sound and progressive. Journalism is better than it ever was."

One notable feature of the week was the number of college men present. It seemed that almost everyone who talked had been a college man, and was proud of it. This throws an interesting light on the subject of journalism and college men.

EDITORS ATTENDING EDITORS' WEEK AT THE UNIVERSITY OF

embarassing to the old school theory that a journalist does not need college training. It was the concensus of opinion among those attending Editors' Week that in order to make the best journalist, one must have college training.

A small exhibit prepared by the various manufacturers of newspaper and printer supplies, was arranged in Switzler Hall. It consisted of type, matrices, motors, type setting and casting machines, ready plates and mats of news service, and the like.

The University of Missouri had invited the editors to Columbia and endeavored to make them feel at home. A large electric illumination of the word "Journalism" was put on Switzler Hall, where the day meetings were held. The quadrangle was illuminated at night by hundreds of incandescent electric lights. One afternoon of the week the laboratories of the School of Engineering were run for the benefit of the visiting editors, and they were at all times welcome to the state farm. Friday night, the University cadet band gave an open air concert in their honor, and three informal receptions were held for them at Dana House, the home of some of the students in the School of Journalism. The Columbia Commercial Club entertained the visitors with automobile trips over the town.

Without exceptions, the editors in attendance spoke highly of the value of such a week to the newspaper fraternity. Each editor went away with some new ideas, broader concepts and higher ideals in his chosen line of work. Each was of the opinion that one cannot have too much training for the profession of journalism.

The real value of Editor'sWeek can best be told by giving extracts from speeches and papers:

Will Irwin talked on "The Art of Reporting." He started out by saying that this is the age of news, not views.

"We are influencing our public thought through the presentation of facts; and the gathering, the assembling and the presenting of these facts is the work of the reporter.

There are two ideals of news,. The first is to give the news colorless, the absolute truth. The second is to take the best attitude for the perpetuation of our democracy. The first would be all right if there were such a thing as absolute truth. When jesting Pilate asked, 'What is truth?' he expressed the eternal quandary of modern journals. The best we can do is to follow the second ideal, which is to point out the truth as seen from the broadest, the most human and most understanding point of view.

Dana worked out the art of journalism just as Greely worked out the editorial page and Bennet worked out the

Editors Attending Editors' Week at the University of Missouri.

news. In the seventies there was a system of fine writing which makes the files of the newspapers of that time seem ridiculous now. A murder story began with a quotation and you had to read through half the story before you found out who was murdered.

Dana saw one of those obvious things that escapes most of us. He made the *Sun* the standard of news writing. He found that news must be a plain tale, that fine writing is as out of place as a ball gown would be on a school girl at 9 o'clock in the morning. He showed his reporters that they must write what they saw, that their main tool was their vision.

But Dana also saw the limitations of news. He knew the whole art of seeing. The faculty of seeing is not confined to the unusual man or woman . If it were I should not be talking about it. Anyone can cultivate it. There you have the whole secret of the *Sun,* which has so profoundly influenced newspaper writing."

William V. Brumby, managing editor of the St. Louis *Star,* gave some valuable "do's and don'ts" in his afternoon talk. He discussed the "News as the City Editor Sees It." He also spoke of the passing of the old school reporter—the one of unkept appearance—who is giving way to the new, neat appearing college trained type.

"Don't imagine that newspaper reporters are detectives, at least, not private detectives, prying into private affairs," he said. "It is necessary to get down under the skin in public matters, to ascertain and report the underlying motives and inner workings of things affecting the body politic.

"Don't have a private talk with anyone and then write it up as an interview. Don't violate a confidence.

"Be a good listener. Let the other do the talking.

"If drinking interferes with your newspaper business you will have to quit the business.

"Be careful of your good name. Never make the mistake that a fast life is a smart life. Convince the public that a newspaper man can be a gentleman."

Mr. Brumby said that he felt sure that all newspaper men would welcome to their ranks students from the School of Journalism.

Pope Y. White, city editor of the St. Louis *Times,* defined news as the chronicling of events of interest to the community.

"In considering news the chief thing to consider is the character of the people you address," he said. "It is manifestly the duty of the press to print the news without fear or favor, free from bias and without malice. A newspaper editor is something like a physician. He should feel the pulse of the public and give it what he thinks best. The public today wants more to be entertained than instructed. A good way to test the value of a story is to ask the question, 'Does it touch a human chord'? News must be diversified."

Mr. White cited the Bible as justification for printing so-called scandal stories. He said it was necessary to print these at all times.

He said that the two important things that enter into a news story are its importance and its interest to the community where it is published.

At Editors' Week at the School of Journalism of the University of Missouri. From left to right: C. C. Cline, city editor of the Kansas City *Journal*; Joe Mitchell Chapple, editor of the *National Magazine,* Boston; P. W. Hampton, of *Hampton's Mercury.*

He called the city editor the buffer of the newspaper office.

"The news as the city editor sees it is the news as the public sees it," said Mr. Calvert. The city editor is there to give the readers what they most want and in the form they want it. He must not neglect the social happenings, the sporting news, or any activity that the people of a community are interested in.

The city editor should see all the news and see it quickly. His heart goes out to the reporter who gets the details, and gets them correctly. What are little things to the reporter may be the big things to the city editor."

Richard Spamer, musical and dramatic critic of the St. Louis *Globe-Democrat,* advocated a municipal theater in which art could be placed above money. He said the purpose of dramatic criticism is to create an American drama. but that this will be impossible so long as it is controlled by those who place money above art. He believes the theater should be a local unit similar to the schools.

In the course of his lectures, J. H. Craig brought out many valuable points. He said he considered the three essential points to good advertising business to be: First, give value received and know it; second, give satisfaction and prove it; third, use part of your profits in building up and improving your business.

"To prove that advertising pays, successes in advertising must be given publicity," said Mr. Craig. You must create a favorable impression of advertising. And like anything else it must be done by system. A certain amount of a firm's expenses should be for advertising. From 1 to 5 per cent of the expenses have been figured as a fair amount to spend for advertising."

Mr. Craig took up the various problems that are to be met in the advertising field and discussed them thoroughly, devoting a part of his time to the consideration of country advertising as well as city advertising. He used illustrations of good and bad advertising in his lectures.

The first afternoon session of the meeting was devoted to a talk on "The News as the City Editor Sees It," by Henry F. Woods, night editor of the St Louis *Republic*. Mr. Woods compared the city editor of a newspaper to the general of an army with the various members of the staff as colonels and captains, and the privates as the reporters.

"The city editor must be full of leadership above all," said Mr. Woods. "He must know how to pick out news, how to get it and how to tell it. He must know his public. He must know how to train the greenest reporter, and how to handle the star reporter."

In explaining the various types of newspapers and the city editors that make them, Mr. Woods spoke of the type of newspaper that distorts news, the type that is a bare chronicle of events, the "saffron hued" type of the yellow editor, and the one that sees things as they are.

It probably would not be just to characterize the address of Herbert Kaufman, the widely known advertising and editorial writer from Chicago, as being the best of the week for there were so many good talks that it is impossible to say which was the best. Nevertheless it is safe to say that the address by Mr. Kaufman on Monday night was of a high rank and was well appreciated.

Mr. Kaufman brought out the fact that advertising has come to be a new force in commerce, that it is no longer a makeshift profession but one worthy of the best brains of the country, and that it is a power in the making.

Mr. Kaufman said he believed there was no field in which the coming of the college man produced more good than in the advertising field, and that his coming with logic, ideals and honor meant the displacement of the weaker type of advertiser, the black-leg and the schemer.

Mr. Kaufman discussed the methods of advertising of a few years ago when both newspapers and magazines were festered with disgraceful announcements. when faith healers, venders of magic and all sorts of quacks practiced their deceit upon the people by means of advertising. He then showed how the present age had made wonderful progress toward the elimination of such men and toward sane, honest and truthful advertising.

"A new type of advertising men is striding to the fore," said Mr. Kaufman. "Men who have nothing to sell except their time and ideas—who carry no price ticket upon their ideals of self-respect. A better generation of publishers is in the saddle; the newspapers and magazines are breaking their alliance with quackery and brigandage. The creed of the editorial sanctum is rapidly becoming the religion of the counting-room—the publisher has awakened to the fact that it is as much his duty to defend his subscribers as he is called upon to protect their welfare in the news columns.

"A newspaper to earn respect of its subscribers must first respect itself. Before it can become a good advertising medium it must be a good paper. If half of its subscription list is made up of men who have been defrauded by cheats until they are incredulous of the statements of any concern, the honest advertiser suffers; he pays for more circulation than he gets, he buys too many blank units, he wastes the cost of reaching each reader who lacked faith.

"Advertising is simply salesmanship with a time limit, the concentrated essence of plain reasoning. It must be clear, direct and sincere; it must ring true and bear analysis—anything which wouldn't sound logical if it were uttered by a clerk over the counter is bad advertising. Advertising is just good common sense."

Mr. Kaufman believes the writer of advertising must be a close student. He must understand the condition of the field and the product he is trying to advertise. He must be a good reasoner and a convincer of men and women and must know how to interpret things.

"Advertising is not the art of finding something new and telling about it," said Mr. Kaufman, "but it is often a matter of making a thing seem new which has never been talked of before. No advertising man can not be too well equipped nor can he possess ideals and principles which will not stand him in profitable stead. Advertising calls for the best and the strongest, it cannot find enough helpers to serve its need. The modern business man knows that he must strike the modern pace, wear a new armor and bear new weapons."

At the last night session in the College of Agriculture auditorium, two speakers gave short talks. The first address was by Joe Mitchell Chapple, of the *National Magazine*, Boston, on "Magazine Journalism."

Mr. Chapple told of his experiences and trials in his work on the National Magazine and how he had finally made the acquaintance of nearly all of the important men in Washington, of the national capital. In speaking of the necessary qualities for a magazine writer, Mr. Chapple said:

"The self-same qualities that count for a good newspaper reporter come into active play in magazine journalism. It is the simple process of not only seeing things, but feeling things, when the reader is carried forward with the writer to actually see and feel a situation. Then we have evidence of public opinion crystallized. It is curious how trivial things lead to important consequences. The human will always appreciates a picture; we never outgrow the child's love of a story and love of pictures; and even if Shakespeare insisted that the play is the thing, the story is the thing in journalism, in all its phases."

Following Mr. Chapple's address, Charles D. Morris, editor of the St. Joseph *Gazette*, gave a talk on "The Essentials in Journalism." According to Mr. Morris, the five things that are essential to success in newspaper work are, natural fitness, education, industry, honesty and cheerfulness." It is possible to train men and women to write," said Mr. Morris, "but without natural ability the work is mechanical. I have known men to succeed without college education, but not without culture, broad learning and experience from association with men. You have a greater responsibility than the lawyer or the physician, for you have a greater number of clients. You should know whether the physiology of the physician is correct, or the theology of the parson is sound.

"Your information should be so wide as to include every activity of life. The great feat is to tell what you know; not that a thing should be done but how to do it. Your education should be general and yet you should be specialists in politics; not only specialists in politics, but readers of good literature."

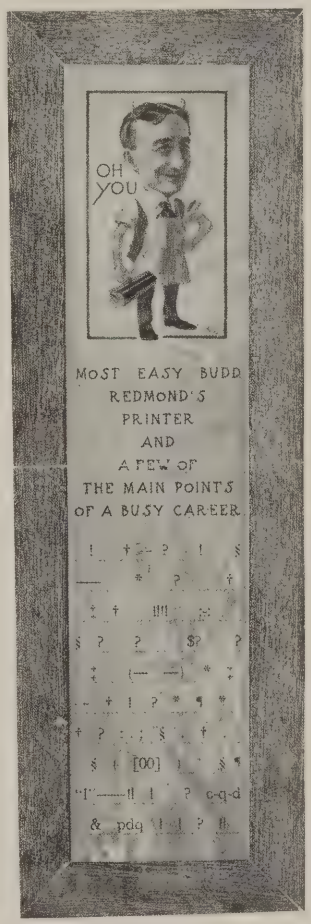
(*To be concluded in July issue*)

MORE WORK THROUGH PUBLICITY

Address communications to Harry Albro' Woodworth, Scranton, Pa.

A HUMORIST PRINTER.

WHERE was it that I saw not long since an "appreciation" of my dear Christian friend Most Easy Budd, of Wichita and Terry Hut and late of Burlington, but always, I believe, on the job? (Read his advertising matter herewith reproduced for further particulars). I said, "my dear Christian friend," even though he has been either photographed or wash-drawn in the guise of the Devil, but then those who began in this world as printers' devils have done almost as much good to the world as the preachers—and the advertising men. On a dragon'sblood cover to a folder appear these words, "Genealogy of a Country Printer." This is in Tudor text, and although Mr. Budd may not have on hand such faces as those which have both open-line and solid forms, he has made a wonderful job of two printings by making a white right-hand shading to the words as they were printed in the reddest of all reds by setting the gauge-pins over a little, don't you know. To the inside of this folder is pasted at the top a somewhat smaller folder of plate stock which is that reproduced as 1a. The frame is evidently printed from real wood, which is so scarce now, built type-high. This is certainly a remarkable combination of wood engraving, lf you can call it that, half-tone from wash and straight composition (if you can call it so, also). The hour-glass composition in the same size of a series is unique, as is the fearful and wonderful combination of "Main Points" which follow it. Back of the half-tone is a yellow tint, at least I think so. This is the night that the comet is due to strike the earth if it does not get short-circuited, and there is so much cyanogen gas and other hot air in the atmosphere that everything looks yellow, even to the New York *Evening Journal*. On another folder Budd uses another frame which is devilishly black and adds to the humor of the text by its being a trifle skimpy in the joints, which is suggestive of some country printing-office chases which I have known. The picture of Budd is printed over a yellow *tone* this time — something that makes a tint look weakly in comparison. I showed this job to a printer the other day and he said he did not care for straight composition which was all caps, but I told him to read it and he had to admit that in such work as this the caps of the "Freddy's Slate" face added to the gayety. The wording is



1a

DEAR SIR,-I HAVE JUST BLOWED MY BOSS FOR ABOUT 300 DOLLARS WORTH OF NEW PRINTIN THINGS, AND IN ORDER TO GET YOUR NEXT JOB I WILL THROW IN THE ANNEXED PICTURE OF A FAMOUS PRINTER, DONE IN OLD MISSION AND PE-RU-NA AND SUITABLE FOR DECORATING ANY DEN OR OUTBUILDING. I DO ALL KINDS OF PRINTING, MOSTLY WORSE AND THEREFORE KNOW I CAN PLEASE YOU FOR 32 YEARS I HAVE PRINTED, AND WITH THE EXCEPTION OF 8 YEARS IN WICHITA AND 8 DAYS IN TERRY HUT HAVE BEEN IN BURLINGTON ALL THE TIME I CAN'T STAY HERE ALWAYS SO YOU HAD BETTER HURRY

MOST EASY BUDD

REDMOND'S PRINTER
PHONE SIX-FOUR MAIN

2a

THE man who makes good on the job has a better pull than the fellow who caters to the boss

3a

ARTHUR G. HALLETT
Typographer
Two Hundred Nine W. Second Street
EAST LIVERPOOL, OHIO, U. S. A.

4a

certainly humorous. It is a combination of the Fra brand of Roycroftie and the wit of the philosopher of the Indianapolis *News*, "Kin" (Hoosier for Elbert) Hubbard.

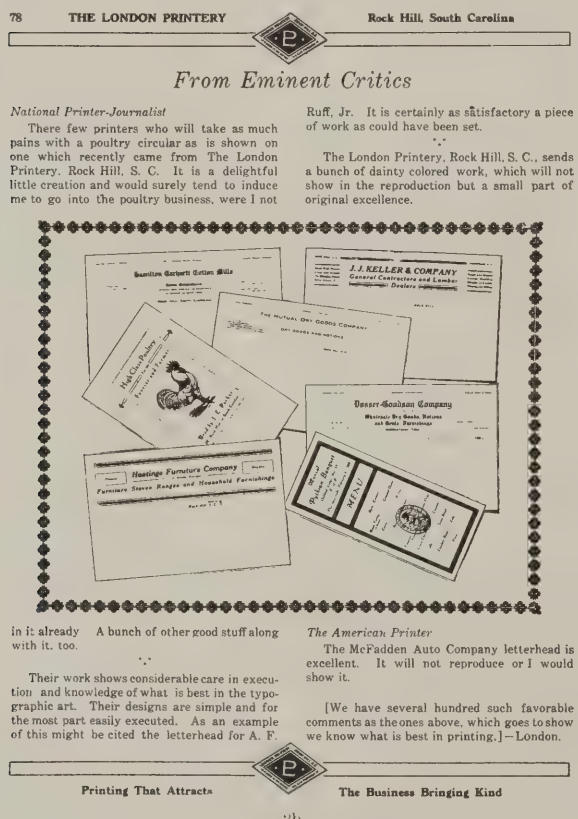
Now we come to a job (3a) which would do the soul of the Fra good. It is all in black—that is, there is only one printing and that in black ink, which makes it different from other motto cards. However, the effect is quite as pleasing as if it were in some two harmonious colors of ink. The word "color," as black-and-white artists use it, applies very forcibly here, as the border is in two delightful tones of gray. There is consequently a three-color effect, if not a trichromatic one.

I have given Mr. Budd considerable space this time because I believe he is a man whose original advertising helps to get his firm the business in a very appreciable way.

BIG ADVERTISING IN A SMALL CITY.

With the card reproduced as 2 comes a piece of advertising printing which I will refer to later. Now for the card: It is certainly out of the ordinary as to composition. The small type is printed in green over a green tint. The rules are red and the name of the print-shop is in purple with the exception of the initial P, which is green. The signature of the foreman is in writing ink. Probably the balance would be somewhat better in the reproduction if the signature were not there, but I did not scratch it out, for I want the readers of this department to get acquainted with Mr. White.

Rock Hill, S. C., is a town that had less than 6,000 population in 1900—it should surely have more now if the London Printery has been in town long. The catalogue I have just received is on super-calendered and plate stock, and contains in the neighborhood of 100 8x11 pages. Father Herbert has been telling us that in spite of his splendid admonitions and a decennium of nagging from this department the printer-folk in the smaller cities and towns of America have not yet grasped the possibilities open to them through the work they can do in their own shops to advertise their ownselves. It must have made this ever-young and up-to-the-moment editor and advertising


78 THE LONDON PRINTERY Rock Hill, South Carolina

From Eminent Critics

National Printer-Journalist

There few printers who will take as much pains with a poultry circular as is shown on one which recently came from The London Printery, Rock Hill, S. C. It is a delightful little creation and would surely tend to induce me to go into the poultry business, were I not in it already. A bunch of other good stuff along with it, too.

* *

Their work shows considerable care in execution and knowledge of what is best in the typographic art. Their designs are simple and for the most part easily executed. As an example of this might be cited the letterhead for A. F. Ruff, Jr. It is certainly as satisfactory a piece of work as could have been set.

* *

The London Printery, Rock Hill, S. C., sends a bunch of dainty colored work, which will not show in the reproduction but a small part of original excellence.

The American Printer

The McFadden Auto Company letterhead is excellent. It will not reproduce or I would show it.

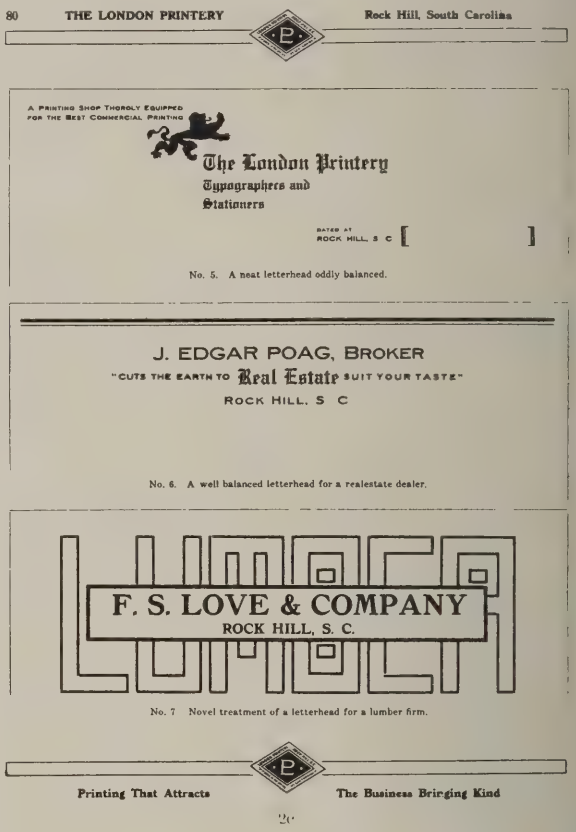
[We have several hundred such favorable comments as the ones above, which goes to show we know what is best in printing.]—London.

Printing That Attracts The Business Bringing Kind

2b

adviser feel good to have this proof that there is no hook-worm among the type-lice of Rock Hill, S. C.

The composition of the booklet is excellent; the type is new and fashionable; the ink is of a quality to match the fine stock—there are three colors and a tint on the cover, and each page of the remainder of the book has at least two colors. On the first body-page is a picture of the red Printery, which is a good-sized and handsome building of three stories. Following this is an address "To Our Old and New Customers." Then follow the "Terms," and a little announcement of the "Special Catalogues" of the firm. Just as if *this were not a special catalogue?* After this follow a number of pages concerning the special type which the firm have in stock for its rubber-stamp business. The faces and series shown also serve as specimens of the type which is in stock for use in job printing, although this branch of the business is more specifically treated later on. The catalogue does not mention the names of the various faces of type, but gives each font a number. The shop seems to have plenty of up-to-date series and, best of all, many sizes of a series. At the bottom and top of each page is the pleasing diamond work-


80 THE LONDON PRINTERY Rock Hill, South Carolina
A PRINTING SHOP THOROLY EQUIPPED FOR THE BEST COMMERCIAL PRINTING
The London Printery
Typographers and Stationers
ROCK HILL, S C
No. 5. A neat letterhead oddly balanced.
J. EDGAR POAG, BROKER
"CUTS THE EARTH TO Real Estate SUIT YOUR TASTE"
ROCK HILL, S C
No. 6. A well balanced letterhead for a realestate dealer.
F. S. LOVE & COMPANY
ROCK HILL, S. C.
No. 7 Novel treatment of a letterhead for a lumber firm.
Printing That Attracts The Business Bringing Kind

2c

mark of the company set out by a long panel. The name and address of the firm are at the top of each page, and at the bottom appear on either side, short sentences, of which the following are examples:

"Printing that Attracts," "It's Our Habit to Please," "Printers? Read What Others Say," "A Success—Not an Experiment," "See First Page for Terms, Etc.," "Note the Prices in Our Catalogue," "Moore's Modern Methods Don't Cost Money," (directly opposite the last sentence, ——— They Save It," "For Quick Returns Send Us Your Order," "We're Johnny on the Spot Every Time," "Your Needs Are Our Study," "Prices subject to Advance," "Please Designate Specimens by Number," "Our Policy Pays Us and Pays You," "Every-Day Needs at Every-Day Prices," "What You Want and When You Want It," "There Is No Place Like Home ——(Directly opposite the last sentence, "The Printery is the Nearest," "Prices Subject to Change Without Notice," "Read What Others Say About Our Printing," "Our Printery is Right at Your Door," (opposite last sentence, "Won't You Pull the Latch-String.")

Such sentences as the above are well worthy of careful study. They are each written to fill a certain

space and when a printer or other advertiser learns to write short, snappy, appealing, convincing sentences like these he is well along the road to success as an advertiser. It takes considerable practice to go rather beyond this in advertising as connected with composition and make sentences which have only a few words which go in stated places and which should be of equal length, or nearly so. Some papers employ men to do nothing else but write headlines. Surely such men could shine as writers and designers of advertising display, particularly as most of them were originally printers.

At the end of the book there is a department entitled "SPECIMENS *of* PRINTING *By The London Printery*," "BRIGHT YOUNG MAN.". The reproductions given in this department are from the NATIONAL PRINTER-JOURNALIST. I am giving one page which shows how the concern has utilized Mr. Hanson's pertinent comment, and also furnishes an idea of the layout of some of the pages of the book. The long panel with the work-mark, which is at both top and bottom, is printed in a lake ink. The ornamental border around Mr. Hanson's design is in a bronze green (2b). Another page of specimens is shown as 2c.

The use that The London Printery makes of the bouquets it has received should be suggestive to many printers who do not realize what force sometimes attaches to an honest opinion by a critic of job printing. If one of the critics of the printing trade papers has gven you a sincerely appreciative notice of your work do not be too modest to pass it along. In this age of competition that great force known as Distribution, which is so greatly helped by that supplementary force Advertising, requires that its high priests sacrifice their innate modesty on its altars in order that the flame may be seen.

A CARD FROM A STATE OF GOOD PRINTERS.

This (3) is the way in which the Commercial Printing Company, of Fort Worth, Tex., impress on the minds of prospectives their name as well as their ability as designers. The postal card on which this announcement appears is in two colors. The rules and the paragraph marks being red.

How little I have seen of De Vinne lately! What with our faces with the long ascenders De Vinne seems to have been relegated to a back seat for a while, even more than such handsome faces as Jen-

¶ **To avoid the possibility of confusing our mail with that of another firm in this city, who for some reason have adopted a name very similar to ours, please address us in the future,——**

The Commercial Printing Company

281 West Tenth Street, Fort Worth, Texas

Not connected in any way with any other printing concern in this city, regardless of name.

No. 4

son, Shoeffer, etc., and yet look how handsome the DeVinne on this card looks with its generous leading?

For a piece of composition which occupies in the original a space of full length inch deep by two-thirds inches wide, the envelope (4a) of Arthur G. Hallett, of East Liverpool, O., is certainly striking. The initial T is red and the remainder green. The union label looks rather well in the position in which Mr. Hallett has placed it.

Mr. Hallett encloses a card (4a if you can make a good half-tone of it) which is one of the most unique pieces of composition I have ever seen, and I have seen a few. The utilization of the squares to form a yellow tint with streaks of white is clever, as is also the arrangement of the smaller squares to form a very attractive border, which is in blue. Perhaps the initial E also in blue, is the cleverest production of all, being likewise made up of squares. The tint is yellow and the wording brown. The spaces where the crosses appear brighten the job by means of the white of the stock. [4a could not be reproduced.—ED.]

WHERE CUT AND TYPE MATCH.

This (5) is a striking example of the use of a cut of the words "Job Printing" in connection with a

THE STONE PRINTING CO.

JOB PRINTING

142 FRANKLIN AVENUE

SCRANTON, PA.

No. 5

union label, and some harmonious gothic type. The job is especially pleasing with its wide margin and is printed in brown on white stock.

A PAPER'S PAPER.

The *Eagle Bulletin* is a newspaper about a newspaper. The February number, which is just come to

2 THE EAGLE BULLETIN

A NEW AND STRIKING IDEA IN ADVERTISING.

"Tell me what you eat," said Brillat Savarin, "and I will tell you what you are." John Hill, who realizes with Savarin that the first pleasures of baby hood and the last pleasures of old age come from the palate, has been using the Eagle's advertising columns to tell the Clarendon's patrons what they eat and to tell the general public what it should not eat. His advertisements have been creating much favorable comment from the public as well as those interested in advertising, and are considered the best "ads" of a restaurant that have ever appeared Housewives, if such there be, who haven't read his "Food Talks," have missed a lot of ripe instruction from an expert in detecting what is overripe. He began by advice about marketing. He declared War on cold storage products. "Freezing destroys flavor, dries up natural juices and imparts a peculiar odor and taste No cold storage stuff is used at the Clarendon." He attributed many gastric diseases to the eating of cold storage meats and fish. He added "We would be pleased if the law made it a crime to freeze or offer for sale frozen food." Then he went into the milk question, the need of clean stables for cows, of clean milkers, of tests for tuberculosis, of careful packing, and of tests for age and for richness. The Clarendon has the milk and cream of Guernsey cows, never permitted in transportation to get below 42 degrees Fahrenheit. The cream has a standard of 45 per cent. butter fat; but to suit patrons' taste, a 22 per cent grade of equal purity is served. The national standard of cream is only 18 per cent. Mr. Hill is going to keep up these "Food Talks." He will tell us why certified oysters are worth while, and why the swelling of oysters by soaking in fresh water destroys flavor. Eggs, he will explain, should be put under the specific gravity test, which will show if they are more than four days old. All older than that he rejects. He will detail how chickens and turkeys should be fed, killed, dressed and shipped, to taste right. His views on ice creams, on soups, on squabs and on vegetables will be instructive A few of his pet recipes are to be included. Mr. Hill's experiment in buying high priced advertising space to enable him to talk frankly to his public is being widely discussed among advertising men. So far as the hotel and restaurant business is concerned, it is an absolute novelty.

The John Hill-Clarendon Hotel advertising is appearing every day at the top right hand corner of the page opposite the editorial page in the Brooklyn Eagle for which position he pays 30 cents per line. His ads are set in double-column measure, from 50 to 80 lines deep. Mr Hill writes his own copy. He knows what he is talking about, and that is why his ads are so effective

A LETTER OF APPRECIATION.

The Dorland Advertising Agency of Atlantic City, one of the largest resort advertising concerns in the country, recently wrote the following in a letter to the Eagle

"In our experience of twenty-six years in specializing solely along the lines of handling resort and hotel advertising, we have always found the Brooklyn Eagle Information Bureau of great value to our clients. Never has a complaint reached us concerning its work and scope, and never has anything but the highest commendation for thorough service, honest treatment and excellent results to all reached our ears. We are always happy to recommend it to any and all of our patrons throughout America and Europe."

The Dorland agency has charge of

Two of John Hill's Advertisements Which Are Appearing Exclusively in the Brooklyn Eagle.

Food Talks No. 3.

Cold Storage.

(Continued.)

We think the prevalence of gastric diseases among Americans is due to the constant use of cold storage (frozen) foods. You can fool the palate; you cannot fool the stomach

We would be pleased if the law made it a crime to freeze or offer for sale frozen food.

But laws ought to be unnecessary

If you, who do the eating and digesting, demanded FRESH food, there would be no more "cold storage."

New Yorkers have been fed so long on frozen poultry, meats and fish that we sometimes think they prefer it. A little city girl, being taken to the country for a week, cried bitterly for the thin blue milk she had at home, saying she did not like the "yellow" kind. For such as these there is no hope. But for those who have not forgotten how fresh, plump chickens, ducks and turkeys taste, there is always a sure way to detect the cold storage variety Remember, cold storage —freezing—destroys the flavor Reject all things that lack their proper flavor

No cold storage products of any sort are used at the Clarendon. We very much doubt whether there is another hotel, restaurant or private dwelling in Greater New York of which the same can be said

JOHN HILL, Clarendon Hotel.

Food Talks No. 10.

Turkeys.

Every one ought to know that turkeys are brought to their best condition for eating from Thanksgiving until not later than March

Yet more than one-half the turkeys eaten are eaten from March until November first.

Every country hotel, seaside resort, restaurant and hotel of any pretentions, in or out of Greater New York—*except the Clarendon*—has turkey prominently on its printed menu daily all summer Every turkey thus sold is a turkey bought by the marketman in December or January, *frozen*, and held until summer This raises the price during the proper season and spoils the product

So long as the public will pay a high price for this frozen and unsanitary stuff, so long will the venders sell it Bills are introduced yearly in the State Legislature to control freezing of poultry Laws are not necessary *Do not buy this frozen food.* Eat your turkeys when they are best—and only then. The freezing, and consequent making the price of this national dish almost prohibitive, would cease naturally

The Clarendon for many years has not served turkey except in season—when it is at its best, and can be obtained unfrozen

JOHN HILL Clarendon Hotel

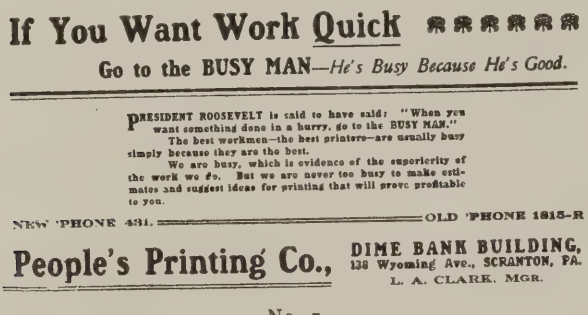
No. 6

hand, claims that more new advertising originates in the Brooklyn *Eagle* than in any other newspaper in

this country. In an article concerning reproductions it says that the Brooklyn *Eagle* is a letter of introduction to the homes of its city. There is no doubt, as the the *Bulletin* claims, that for sixty-nine years the *Eagle* has been a part of the daily life of Brooklyn, and has built up a body of readers of peculiarly high-class. One page of the *Bulletin's* four pages is shown (6). It has a talk about "A New and Striking Idea in Advertising," which tells of how John Hill is a believer not only in the Pure Food Law but also in pure food. The two advertisement on this page are proudly reproduced by the *Bulletin* with this heading "Two of John Hill's Advertisements which are Appearing Exclusively in the Brooklyn *Eagle*. They are good advertisements. Their serial form and their timeliness at a time when people are beginning to see the great dangers that lurks in impure food are worthy of special note. The *Eagle* makes the claim that it carried 9,5554,571 lines of advertising last year, and that only two papers in New York City exceeded this record.

GO TO THE BUSY MAN, THOU HUSTLER.

A small blotter which is composed, in a fashion that has a direct bearing on its conversational powers is


If You Want Work Quick
Go to the BUSY MAN—He's Busy Because He's Good.
PRESIDENT ROOSEVELT is said to have said: "When you want something done in a hurry, go to the BUSY MAN."
The best workmen—the best printers—are usually busy simply because they are the best.
We are busy, which is evidence of the superiority of the work we do. But we are never too busy to make estimates and suggest ideas for printing that will prove profitable to you.
NEW 'PHONE 431.
OLD 'PHONE 1815-R
People's Printing Co.,
DIME BANK BUILDING,
138 Wyoming Ave., SCRANTON, PA.
L. A. CLARK, MGR.

No. 7

that reproduced as 7. The small type in the center is red and the remainder blue. Such talk as is on this blotter should make a busy firm busier—and that is probably just what the firm wants.

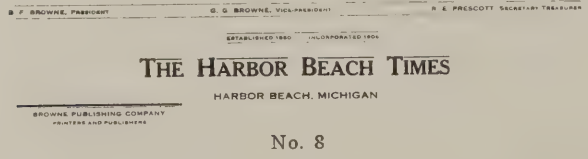
A NEW CONTRIBUTOR—AND A GOOD ONE.

DEAR SIR:—Am enclosing a few specimens of job work and would like to have you comment on same in the columns of your journal. We received the first copy of your paper a few days ago and I am very much interested in the "More Work Through Publicity" department. Yours truly,

The Harbor Beach *Times*, THOMAS F. BLISS.

Browne Publishing Company, Harbor Beach, Mich.

Harbor Beach had only about a thousand population ten years ago, the newspaper directory says; but if the *Times* is as enterprising and up-to-the-times as



No. 8

its job office, it should have ten thousand now. Here (8) is the letterhead design of the *Times*, on heavy brown deckle-edge stock, "Established 1880" line and rules, and address of the company and rule green; remainder brown. A good example of how rules are being used in place of panels, with less expense to material and time. Other designs by Mr. Bliss will be criticised later.

BUSINESS IS BUSINESS.

A valued contributor says he thinks printers and other business men will find the following useful in their business.

"The man of business is strictly business, he understands his business, he know buiness, he talks business, he does business, and is full of business, he minds his business, he does not meddle in other people's business. To worry others with your business is not business; if you let others know your business you will soon be out of business. To get you into trouble is the lawyer's business, to get out of it is your business. To tell others to do, but not to do it himself is the preacher's business. To not let others do, yet do it himself is the policeman's business. To make that loan is not business. I write this card as strictly business. I present it as a matter of business. Save it, as it is full of business. Call and see me and we'll do business."

A RAILROAD AS A MAGAZINE PUBLISHER.

I wrote a long article on railroad advertising for the NATIONAL PRINTER-JOURNALIST some years ago, and at about the same time devoted one entire installment of my department in *Printer and Publisher* to the subject. But in all the railroad literature I reviewed at the time, I did not have a real magazine, evidently furnished "without money and without price" to present and prospective patrons of a railroad, with the single exception of the late George H. Daniels' publication, issued by the New York Central. Arthur G. Lewis, of Norfolk, Va., has presented me with a number of copies of *Book of the Royal Blue,* in which he conducts a department of wisdom and poetry entitled "Stub Ends of Thought." The magazine is published by the passenger department of the Baltimore & Ohio Railroad, and contains articles, poems, etc., fully up to the standard of magazines which we gladly buy when we have the price. All America seems to be this bright monthly's oyster, but one of the most interesting articles bears the title, "Keeping the Baltimore & Ohio in Repair in War Time was a Task for Hercules." Hercules did not happen to be on hand, but the B. & O. seem to have obtained someone equally strenuous and resourceful in person of its then superintendent of construction, W. E. Porter. The magazine is beautifully illustrated. Mr. Lewis is a cheer-up philosopher whose page has become so popular that he has issued "Stub Ends of Thought" in book form. Here are a few of the stubs:

Enthusiasm is the engine that drives our mental capacity to effort; and directs our ability to results.

There can be no real executive ability without the possession of that positive knowledge which comes only after earnest research and actual experience.

What some people call bad luck is really nothing more than ill-judgment and lack of confidence.

But it's bad luck to have these in our make-up, is it not? We'd better try to purge them out of our system.

WHY SHOULDN'T HE BE BUSY THERE?

Just received a copy of the Loveland (Col.) *Daily Herald* with the heading "Dan Cupid Gets Very Busy in Loveland."

The ads are not set in an original and uniform style which nevertheless allows scope for the Individuality of the Advertiser.

Leaders in the Art Preservative Consult

The Twenty-fourth Annual Convention of the United Typothetae of America proved the most Useful and Successful in Its History—Reception by the President of the United States—Congressmen Speak on Second-Class Matter—Government Printed Envelopes—"If I wanted to be eletced Mayor of a City I would slap the Editor of every Paper in the Face"—Practical Development of Boys and Education of Printers—Cost of Production, Etc.

SOCIALLY the Twenty-fourth Annual Convention of the United Typothetæ of America was auspiciously opened in the magnificent Assembly Hall of the Raleigh Hotel, Washington, D. C., Monday evening, May 16th. There was a program of readings, songs, legerdemain, chalk talks, and other entertainment. A cordial, social time was enjoyed, and master printers, from Winnipeg to Richmond and from Boston to Galveston and Los Angeles, exchanged greetings, renewed old friendships and formed new acquaintances.

Engraved from Photograph by the Globe Engraving & Electrotype Company of Chicago.

MEMBERS OF THE U. T. A. AT WHITE HOUSE SIDE OF THE U. S. ARMY AND NAVY BUILDING

Tuesday morning, May 17th, the opening session was held. President Fell introduced Cuno H. Rudolph, President of the Commission, who now, under Congress exercise control over the Capital City of this Nation.

Commissioner Rudolph was greeted with much applause.

"This is your twenty-fourth convention," said Mr. Rudolph. "It is the first time you are, as a body, performing the duty of patriotic citizens to come to Washington. As you have heretofore, and including your twenty-third convention, always visited othere cities, I take it that your coming now means 'twenty-three' for all other cities and that hereafter you will meet only in Washington.

The prosperity of our city was never better established and never were its prospects brighter, but we want the aid of all patriotic Americans to make this in all respects the finest of all capitals. Because you all contribute to its maintenance and beautification, it is your city, and therefore I cannot present you with the proverbial keys of a city that is already yours. But I do bid you a most hearty welcome and trust your conferences may be productive of much good to the business interests you represent."

Edward A. Kendrick of Buffalo, N. Y., responded to the address of welcome. "Your kind words, Mr. Commissioner," he said, in part, "have made us feel at home. We are happy in our place of meeting, and we shall draw an inspiration from the atmosphere of our National Capital that will help us solve the problems which will come before us in the next few days."

After Mr. Kendrick's address the convention started in immediately with routine business. President Fell announced the following committee appointments: Auditing, Southworth of Chicago, chairman; Morgan, Philadelphia, and Wheeler, Boston. Topics, Cushing, of Boston, chairman; Bois, Baltimore; Lath, Chicago; Brock, Philadelphia; Walcott, New York, and Mouton, Providence. Credentials, Eynon of Washington, chairman; Warde of Pittsburg, and Walkenhorst of Kansas City.

The report of the president, which was next in order of business, was listened to with attention, and was frequently interrupted with aplause.

The address showed that wonderful progress had been made in the last year, both in the increase of membership and the installation of methods to meet every demand of the master printers of the country, one of these being that of a simplified cost-ascertaining system. The principal points of general interest in this most satisfactory report, which fur-

nished conclusive proof that President Fell had fully met the expectations of the members who had insisted on drafting him for a third term of service, were as follows:

THE SIMPLIFIED COST SYSTEM

Last Fall we started with what, for want of a better name, has been called the "Simplified System." This gives the printer the proportions of his productive and non-productive time, and this is perhaps the first enlightenment which he needs. While this system was received with great interest, we still found a lack of persistency, and concluded that the only way in which our membership would put in operation a system, no matter how much their desire be to possess one, was to put a representative in their offices to install the system and watch its operation for a couple of months until the data commenced to show the actual conditions to the individual member. This has proven just what the printer needed. We have confined these installations solely to our members and have performed this service at a very moderate expense. The results have been extremely gratifying. With the certainty of knowledge coming from the operation of the system, the prices for printing have increased toward the margin of profit which every merchant should demand for himself. The printers have been brought together in different communities, have given earnest study to the situation and have benefited heavily from the results. While we appreciate that there was an advantage in our earlier ideas in arousing a general interest, we know that the only sure system of cost introduction is by a personal representative directing it in the office of the member.

The establishment of three new Typothetæ in one state in the last ninety days, bringing together as enthusiastic and level-headed a bunch of printers as it has ever been my pleasure to meet, is the kind of evidence which we have been seeking. The fact that our representatives' time is so demanded that it is a question where they will go is so unique in printers' associations that you will understand the enthusiasm which possesses us.

Mr. James H. Collins has been writing a series of excellent articles in the *Saturday Evening Post.* I quote from one of them dated April 23. Speaking of the introduction of experts into a particular plant and what they would find, he says: "The first definite information it yielded sent them to the management with suggestions about a certain kind of castings. 'You are losing money on them; raise your prices.' 'Oh, we wouldn't dare ask higher prices for those,' was the reply. 'Our competitors crowd us too closely. It would put us out of business.' 'Well, then, go out of business,' said the engineers. 'This work will put you into bankruptcy eventually, for you are losing money on all you turn out.' " I merely quote this because our trade is not the only one that is worried over the conditions of cost, and these articles have been so to the point that they have appealed to me very strongly.

One of our older Typothetæ in a western city at the time of the Detroit convention had but seven members in good standing. The printing conditions in that town were in very bad shape and there was utter lack of confidence in their competitors. Our representative was sent to that town and made it his headquarters. Today this is the largest Typothetæ in our organization, possessing forty-one active, live members. The prices of printing have been increased, conditions of operation have been improved, cost systems introduced and the general conditions of printers in that vicinity raised to a plane never before experienced in the community.

COST CONGRESS—EXTENDED CREDITS, ETC.

The U. T. A. was active in bringing together the first Printers' Cost Congress, which was held in Chicago in October, and our membership is heavily represented upon its permanent board. Local organizations in various parts of the country have taken up other matters o fequal importance. The question of extended credits to printers lacking financial strength, and who, because of this weakness, formed unfair and injurious competitors, has been brought to the attention of paper jobbers and machinery people, with the result that through hearty cooperation on their part conditions have been much improved. We would suggest to our various locals that this work be taken up with activity, as the results are mutually beneficial.

INSURING AGAINST ACCIDENTS

The question of employers interesting themselves in inducing their employes to insure against accident and death is steadily growing. It is our hope to have presented for your consideration a paper on this matter by a well-known insurance company. The idea as worked out is the presentation of this matter to the employe as to the conservative and economical protection of himself and family, the employer securing it for him at the lowest possible rate and usually participating in the expense. It is not, however, made a charitable matter in any sense. The larger corporations in various lines, including the railroads and steel companies, have already set aside large sums for this work, and it is undoubtedly one of the matters which all employers will have to seriously consider. It is our hope that a successful plan may be worked out for our class of business.

TRADE ABUSES—STAMPED ENVELOPES

Our Committee on Trade Abuses, consisting of Mr. Byron S. Adams, of Washington, and Mr. Rufus C. Williams, of Richmond, have been most energetic in their efforts to change the law under which the Government prints stamped envelopes without charge. They have been cooperating with the Joint Committee in Washington and several hearings have been held before the Congressional Committees. It is admitted in Washington that the agitation and effort for the repeal of this law has been carried forward with remarkable ability; some congressmen have told me unequaled in their experience.

38 PER CENT INCREASE—PLETHORIC TREASURY.

The general condition of our organization, we feel, is a matter for mutual congratulation. In the ten months succeeding the Detroit Convention we have increased our memebership 38 per cent. It was with some hesitancy that we reduced our dues 40 per cent. at that time. By careful economies and the prompter remittances of our members we have been able to pay all our expenses and to increase our cash balance very materially. It is pleasing to advise you that we are absolutely without indebtedness or claims against us of any kind, and the Treasurer will advise you of a very satisfactory balance in the treasury. The Secretary and his staff deserve special commendation for their earnest and painstaking work during the past year. They have traveled many thousands of miles and have been steady in their endeavors for the betterment of the association. My associate officers and the Executive Committee have been active and willing helpers in our progress.

The reports of Wilson H. Lee, Chairman of the Executive Committee and of Secretary Franklin W. Heath, fully substantiated in detail the claims and statements of the President. These reports as well as all the proceedings should be carefully considered by the officers and members of all other organizations of printers and newspaper-makers who seek for the accomplishment of useful and practical results.

Herbert L. Baker of New York City, presented a paper on "Ideas of Improving Our *Bulletin.*" The *Bulletin* is a monthly leaflet conveying information to members, and Mr. Baker favored the confining it, in its scope, to confidenial communications and leaving the general field to the trade publications, that have evidenced a willingness to aid in the cause and to give all matters that could help in the work. He evidently considered that the journals in the field, ever prepared to do missionary serviec in any cause that will be of benefit to printers or organizations of printers, should receive full consideration for their enterprise, loyalty and patriotic efforts. We had not given much thought to this matter, but we think he is right. Our attention, during our recent trip East, was frequently called to the fact that organizations, all over the United States, are constantly making appeals for advertising to support publications and pay for their printing. However, President Fell, following Mr. Baker's paper, assured the members that there was no intention of transgressing upon the field of the trade papers. It is well that the matter was brought up, for certainly,

papers that circulate among all the master printers and publishers can do much more valuable and effective work toward extending an organization and its work, than can a bulletin, simply sent out to the members who are already enlisted in the cause. There is a limit as to what a trade will stand, even in technical papers, though as we have frequently stated, in substance, the member of any branch of the graphic arts does an injustice to himself and misses an opportunity for a wise investment and reaping a hundred fold on the expenditure, if he does not invest at least ten dollars a year in technical publications devoted to his calling for study by himself, his associates and employes. It is a very poor paper out of which one good suggestion, worth ten dollars, cannot be obtained each month and that would be a hundred and twenty dollars a year. We occasionally meet a man who says he does not have time to read the trade papers. If all such would take these papers and read them, they would have vastly more time and more money. This paper commenced teaching the gospel of cost in 1888, under a man who had been thirty years in the business and if that preaching had been heeded then, the result would have been the saving of millions of dollars to our readers, and this has been only one of hundreds of things of like importance that have been taught from month to month. The trouble is, that too many, in all walks of life, are entirely heedless, are like those, for whom our Methodist father used to pray, at the family altar, "Who go on, Gallio like, as though they had no Hell to shun or Heaven to win." Now the very name Gallio means, "one who sucks" and there are many "suckers" in this world who merely wish to suck a living out of the world with the least bother. Gallio was the Roman Deputy of Achaia, who was indifferent even to violence among the people, and of whom it is written that, "Gallio cared for none of these things." His careless, indifferent successors have made trouble for the members of all callings and the citizen of all governments, from the day of the Apostle Paul even unto now and doubtless for several preceding centuries. Too many printers have gone on, as though they had no failure or bankruptcy to shun and no success to win, and have made a real earthly hell for themselves and for their contemporaries and competitors and have fallen far short of any haven or heaven of competence or success.

Tuesday forenoon was devoted largely to a "pump-handling" of the President of the United States and securing group pictures of the members in front, and on the White House side, of the Army and Navy Building. Congressman Weeks of Massachusetts arranged for a reception by the President and the members were hurried to the White House and stood in line about an hour for the supreme and intelligent pleasure, in common with hundreds of thousands of others, of marching before the President, having their names announced and shaking his right hand. He stood to the left of the line, and, being accustomed to having the Chief Executives stand on the right hand, some came near passing by before realizing that they were in his august presence. We thought the President looked weary and bored, though that may have been our own feeling or imagination. The custom is a seemingly foolish one, yet so well fixed is it in the minds and customs of the American people that it will probably be continued. There were three hundred in the party so that three hundred hours, in the aggregate, were consumed. What would be thought of a business establishment that would pay a Superintendent $75,000 a year and then have him put in a very large share of his time in standing up and merely grasping the hands of the members and employes? We remarked something of this kind to one of the party but he said the people claimed the right to meet their ruler, which is all right. However, the President is not the ruler. Rule in this country is in the hands of the people, nominally, at least, and the President is only the people's hired man, but it is to be presumed that it will be argued that the President represents the people and in shaking hands with him, we shake hands with all the people or real rulers—personified in him, for the time being. It is, none the less, a tax on the time and vitality of one who much needs both for the effective performance of the duties involved upon him. Nevertheless, we, with Jane Addams of Hull House, accept the universe as it is and will probably continue, in the future as in the past, to shake the hand of the President of the United States whenever the opportunity is afforded.

U. T. A. Party at Mt. Vernon—Home of George Washington.

Returned to the hall of meeting, business was taken up and addresses were delivered by Congressmen Weeks of Massachusetts and Smith of California.

"I have not come here," Mr. Weeks said, "to make any apologies for my position. I accepted the chairmanship of the committee on postoffices and post roads. I have had trouble ever since.

Representative Weeks declared that, like many large enterprises, the postoffice did not know exactly what it cost to run certain parts of its business, though he was sure it cost more than a cent a pound to carry second-class matter by present methods. He suggested it would be a good idea to distribute by freight instead of fast mail those periodicals issued less frequently than weekly. This, he said, might materially decrease the deficit of the Postoffice Department.

Speaking on postal savings banks, he implied that he and others in Congress were not much enamored with the proposition.

"I will say for myself and the President, however, that at his suggestion I have been working on a bill to carry out his ideas on postal savings banks."

Representative Weeks did not touch upon the subject of the printing by the Postoffice Department of return addresses on envelopes. Both Representatives made it clear that they wanted to rank as regular Republicans and were neither ashamed nor afraid. It was evident, though that both were much more governed by the traditions of the Postoffice Department than by any thorough understanding of the business. We do not know as they are to be greatly blamed for this, as the time of members of Congress is largely taken up in securing an election every two years and in doing things for their constituents and the different interests in their respective districts, sending out seeds and public documents, acting as chore boys in running around to the departments; attending to social functions and trading in pet bills with other members to secure legislation and appropriations for their own districts, and looking after postoffices and other positions for their supporters and dependents, by reason of all of which, and other things not so obvious, there is the unnecessary annual expenditure of $300,000,000 which Senator Aldrich says, otherwise, he could save, and by means of such saving the high taxes could be reduced. Mr. Smith scored the newspaper press and the magazines and to show that he was not afraid, said:

"There never was a time when the newspapers and magazines had less influence for good than they have today.

"They deal only in superlatives. They are not leading the public.

"They can't elect a mayor of a city. If I wanted to be elected mayor of a city the first thing I would do would be to go out and slap every editor in the face. The people no longer follow the papers and it is the papers' fault.

"The present-day magazines are filled with utterly lurid tales about government affairs. Not one page in a hundred thousand is devoted to telling the good there is in the government. The people are being surfeited with superlative tales of wrongs that cannot be substantiated.

"The press of the country is riding for a great fall unless it gets back to the old-fashioned way of stating facts."

GOVERNMENT TO GO OUT OF BUSINESS.

"The basic principle of our form of government is that the work of the country should be done by the people of the country," said Mr. Smith. "The government of the United States is a government and not a business.

"It should get out of the printing business. Before many days the House committee will report a bill that will tell it to go out for good."

He said that the same theory that the government ought not to be a business applied also to the parcels post and the postal bank.

"We ought to be consistent," he said, "although it is not necessary to be consistent in order to be a statesman. If there is any motto written in invisible letters above the doors of Congress it is 'Consistency is a virtue of small men.'"

The assertion of Congressman Smith to the effect that the Government contemplated going out of printing of envelopes was received with hearty cheers and both Representatives were given the thanks of the convention. After this, the regular program was resumed and a number of able papers were presented that were never surpassed in merit and practical value, and were greeted with hearty applause.

Mr. Clyde Oswald of the *American Printer,* New York, presented a paper on "Attitude of Printers toward Organizations," in which he suggested that organizations and conventions were of small value unless the principles and the things learned were carried out by the members at their homes and in their work and business relations. There were also instructive papers on "Press Room Output," by H. P. Porter, of Boston; "Offset Press," by Charles E. Webber, of Cincinnati, and "Cost of Cylinder Press Work," by Claude D. Kimball, of Minneapolis. Mr. Kimball argued that, in estimating the cost of press work, from thirty to fifty per cent should be added for idle or non-productive time. The addresses that awakened the greatest interest were those devoted to apprentices and to the education of printers. The discussion was opened by a paper from T. E. Donnelly of Chicago, that revealed the fact that he is conducting, in his large printing establishment in Chicago, a model school for apprentices, who sign for a term of seven years. Regular teachers are employed and instruction given in school studies, a certain number of hours each day being devtoted to work. The apprentices or students are paid $2.50 a week at the beginning, with an advance every six months. The subject was ably discussed by Mr. Isaac H. Blancharded, New York City, and Mr. J. Stearns Cushing of Boston. This matter is of so much importance and so in line with and illustrative of the contentions of the editor of this paper for the past twenty-five years, that we shall make the same a special feature of an early issue of the NATIONAL PRINTER-JOURNALIST, as it is impossible to give the subject proper space, attention or consideration at this time. Along a similar line, was a most pleasing and convincing address by J. Horace McFarland of Harrisburg, Pa., on higher education of printers, which was received by the convention with much applause. The paper on the cost of production of printing presented by Frank E. Webner of Cincinnati, expert accountant, was the subject of general discussion.

The last address before the convention was on "The Future of the Winona Technical Institute," by Charles Bookwalter, formerly for three terms mayor of Indianapolis.

Speaking of the lack of technical education in this country Mr. Bookwalter said: "In most of our schools today we educate the boys away from work and not toward work. The average American boy thinks that it is dishonorable to work with his sleeves rolled up. He looks upon productive labor as a lowering of social cast. Teach the American boy how to use his hands or the business of America will have those hands at its throat.

"One branch of instruction which I hope to see established at the Winona Technical Institute is domestic science. Let our girls marry our boys with knowledge enough to boil lard without burning it."

UNION MAN, NOT "UNION CRANK."

On the subject of labor unions, he said: "I am a union man; I carry a union card; but I am not a union crank. When the unions of our town insisted upon having charge of the Technical Institute I called a halt. It is time enough for the young man to decide about unions when he gets out in the world to enter his trade.

"The day the American laborer says that a boy shall not have a technical education, except under union direction, that day the union man ceases to be an American citizen."

Mr. Bookwalter's address raised the greatest enthusiasm among the delegates to the convention, who showed their appreciation by voting $3,000 for the support of the Winona Technical Institute. Before adjourning the convention unanimously adopted by a rising vote a resolution thanking Byron S. Adams of Washington for his efforts to bring about a repeal of the law permitting the government to print return addresses on stamped envelopes, and expressing it as the sense of the convention that the law should be changed.

A resolution thanking the press of Washington for the full and accurate accounts of the convention was passed uanimously.

THE NEW OFFICERS.

The officers elected were as follows: Wilson H. Lee, New Haven, President; J. Stearns Cushing, Massachusetts, First Vice-President; George M. Courts, Texas, Second Vice-President; J. A. Morgan, Chicago, Third Vice-President; A. M. Glossbrenner, Indianapolis, Treasurer.

The members of the Executive Council Committee are

PRESIDENT LEE CHAIRMAN EX-COM. CUSHING

Harry K. Dean, Grand Rapids; Benjamin P. Moulton, Rhode Island; E. A. Kendrick, Buffalo; A. E. Southworth, Chicago; L. T. Davidson, Louisville; George H. Ellis, Boston; Alex. Fitzhugh, Des Moines; W. T. Fletcher, Kansas City; William Green, New York; H. W. J. Meyer, Milwaukee; W. E. Milligan, San Antonio, Texas; William Pfaff, New Orleans; Robert Schalkenbach, New York; Fred L. Smith, Minneapolis; Edward Stern, Philadelphia; John Stovel, Winnipeg, Canada; Rufus C. Williams, Richmond, presidents and treasurer, ex-officio; Franklin W. Heath, secreary; the Bourse, Philadelphia, Pa.

There were three hundred and eleven members and visitors enrolled at this convention, which was the largest attendance for many years, or in the history of U. T. A. as we believe.

At two o'clock on the afernoon of Thursday, an excursion by boat to Mount Vernon and return was enjoyed. The day was an ideal one in every way. The verdure of river banks and trees, perfect, and the party congenial. There is not a more delightful spot on earth than is Mount Vernon overlooking a landscape that is enchanting.

It is a fit resting place for Earth's noblest son, and as a shrine of patriotism for the World's greatest Nation. It seems providential that Washington should have selected a spot so inspiring in its surroundings as his home. The associations are such as to touch the hallowed emotions of the heart of every true American and to fill his soul with awe, "wonder, love and praise."

NEW YORK PRESS ASSOCIATION.

At the Cooperstwn Convention last year the New York Press Association unanimously voted to hold the 1910 convention at Saratoga Springs in acceptance of the invitation extended by President John K. Walbridge of the *Saratogian,* which invitation was warmly seconded by the Publicity Committee and the Business Men's Association of Saratoga. At a meeting of the Executive Committee and others held in Saratoga, May 6th, it was resolved to hold the convention Thursday and Friday, July 7th and 8th. The headquarters of the Association will be the Grand Union Hotel, where the Association has been delightfully entertained heretofore. A special rate has been secured of $3.00 pr day for room without bath, $4.00 with bath. The members generally will arrive at the Hotel on Wednesday, July 6th, in time for social reunion Wednesday evening. The first session of the convention will be held at 9:30 Thursday morning. Subsequent sessions as then decided. The exercises will include besides reports from officers of the Association and delegates to National Editorial convention, an address by a man of national reputation and an authoritative explanation of the postal rulings in relation to newspapers by a Washington official of the Postoffice Department, with opportunities for questions, and other attractive features.

Elaborate afternoon and evening entertainments will include a variety of excursions, dancing parties and a concluding banquet with toasts and speeches.

The matter of the entire program was left with the President, the Secretary and Executive Committee, and Mr. Walbridg of the local committee. The leaders of Saratoga Springs and the citizens generally, aim to give the members of the Association the time of their lives.

It was urged at the Syracuse meeting that a special effort be made this year to enlarge the membership of the Association, and that each member aid the Secretary in this work by sending in names of those who would be desirable members.

THE NATIONAL COPY CONTEST.

The circulation of a rumor to the effect that the National Copy Contest and Copy Show, to be conducted by the Omaha Ad Club in connection with the Convention of Associated Advertising Clubs of America in Omaha July 18, 19, 20, has been abandoned, brings a strong denial from that city.

Instead of dropping the contest, the Omaha Ad Club has reason to believe that it will be better than was first expected, many attractive prizes having been offered.

Writers of advertising who desire to compete for these prizes may obtain full information regarding the contest by writing to A. L. Gale, Darlow Advertising Agency, 230 Bee Building, Omaha, who is to have charge of this contest from now until the awards are made by an unprejudiced committee.

Mr. T. A. McNeal, editor of *Farmers Mail and Breeze,* Arthur Capper's big weekly farm paper published at Topeka, is a Republican candidate for Congress in the First Kansas District. He is making his campaign in anticipation of the primaries in August on a progressive platform. His opponent is D. R. Anthony of Leavenworth, the present representative from the First District. Mr. McNeal's brother will probably be the Republican candidate for governor of Oklahoma.

Robert W. Burns, aged 67, one of the editors of the La Cross, Wis., *Republican,* in the days when "Brick" Pomeroy made the La Cross *Democrat* famous throughout the country, died there April 26th. He was the son of former Lieut. Governor Timothy Burns.

"RESPECT FOR ITS PLUCKY STAND."

OFFICE MORNING EXAMINER.

OGDEN, UTAH, May 24, 1910.

National Printer-Journalist, Chicago, Illinois.

GENTLEMEN:—Your paper deserves respect for its plucky stand in all matters pertaining to the printing business. From time to time I have rendered good service in the interest of the NATIONAL PRINTER-JOURNALIST.

Yours truly,

OGDEN MORNING EXAMINER,

B. R. Boman.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

OF interest to printers and publishers is an announcement just made concerning the Cutler-Hammer Mfg. Co. of Milwaukee, makers of electric controlling devices, and Kohler Brothers of Chicago, contracting electrical engineers and owners of the patents covering "The Kohler System" automatic, push-button control for printing presses, motor-driven tools, etc.

An arrangement has been made by the two companies in question whereby the Cutler-Hammer Mfg. Co. will hereafter manufacture and market for Kohler Brothers, in the United States and Canada, the various types of push-button operated controllers comprised in "The Kohler System" of control. For the purpose of carrying this arrangement into effect, all data, records, etc., pertaining to "The Kohler System" have been transferred to the Cutler-Hammer Mfg. Company.

It is announced by the Cutler-Hammer Company that they have retained the services of the men who have been handling this branch of Kohler Brothers" business, thus insuring a continuance of expert supervision by engineers thoroughly familiar with "The Kohler System" control and its application to printing presses and other classes of motor driven machinery.

Formal notice to the trade embodying the facts above stated will be issued shortly by the two companies concerned.

NEW ACQUISITION FOR SCOTT & CO.

Walter Scott & Co., the well-known printing press manufacturers, have secured the services of Mr. George W. Hanna to represent them in New York City.

Mr. Hanna is well known in the printing press trade, having been connected with Marder, Luse & Co., of Chicago, for eight years, and later having charge of the New York territory for C. B. Cottrell & Sons Co., for nearly fifteen years. Through Mr. Hanna's wide experience in selling machinery to large newspapers and magazines, as well as to the trade generally, he is well qualified to represent the very complete line manufactured by the Scott Company.

Mr. Hanna is now in charge of their New York office, No. 41 Park Row.

THE SIMPLEX NEWSPAPER PRESS.

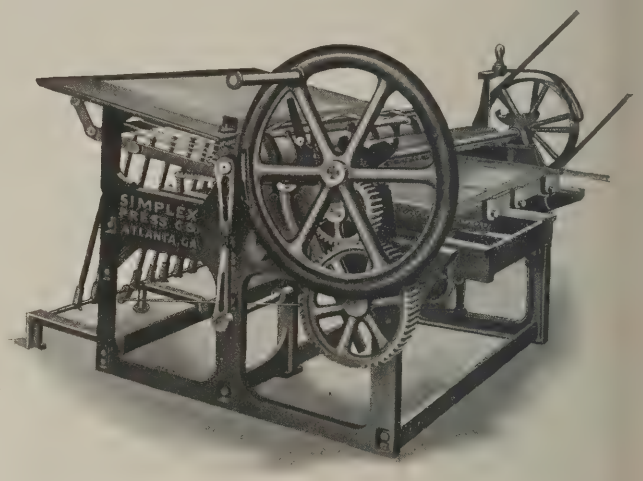
This press differs radically from other machines designed for use in country offices, and as its name implies, it has no complicated parts or adjustments.

The cylinder is a multi-revolution stop cylinder entirely automatic in its action. It is geared to the bed by means of a cut gear on one end, which meshes with a steel rack on the bed. On the forward motion of the bed, the cylinder is revolved in perfect unison with the bed, while on the return movement the gear runs loose, allowing the cylinder to remain stationery. This gear is fitted with a series of clutches or dogs which allow the gear to back without rotating the cylinder and they pick up instantly the moment the bed starts on the forward movement.

The bed is driven by a crank motion having cut gears and pinions, the bed being mounted on two sets of roller bearings running in two substantial tracks and having bearing surfaces two inches in width. The bed raises and lowers the cylinder by means of a rocking lever connection, the cylinder being held down at both ends by substantial connections.

Keys and pins are used throughout in place of set screws and all friction-bearing surfaces are provided with hardened steel roller bearings.

The feed mechanism is unique. Instead of grippers, the sheet is fed to the cylinder by means of a special feed roller,



is then taken by endless tapes that pass around the cylinder and deliver the sheet to the fly.

An adequate ink distributing device and supply is provided, the cylinder has impression screws for adjustment and all necessary conveniences are amply cared for.

The Simplex is a newspaper press for the country weekly and daily and as such it fills the requirements of a large number of offices. It can be driven by hand or power and is sold at a very low price considering the careful manner in which it is manufactured, the stability of the machine and the field it covers.

The machine is built by the Simplex Press Co., of Atlanta, Ga., and is offered to the trade through the Keystone Type Foundry, who are exclusive selling agents. Full information regarding the Simplex may be obtained by addressing the nearest branch house of the Keystone, their houses being located in Philadelphia, New York, Detroit, Chicago, Atlanta and San Francisco.

HAS THE EFFICIENT STEREOTYPING OUTFIT ARRIVED AT LAST.

It has always seemed strange to us that the low-priced combination stereotyping outfits were marketed by concerns which were generally in some line of business other than that of making plate-making machinery. In the effort to offer a pretentious outfit at a small price, efficiency in such outfits has been subtracted to find a profit, and without efficiency any apparatus is a bad bargain, however little the bad bargain may be purchased for. Nothing is so dear as inefficiency, and general disappointment has followed the purchase of stereotyping outfits made by amateurs for amateurs.

We are pleased to learn that the F. Wesel Manufacturing Company, which has been in advance in stereotyping machines for many years, and never more so than at present, has put on the market combination stereotyping outfits on Wesel Quality lines at moderate prices. It is, perhaps, rather against the general interest of a manufacturer of appliances for professional stereotypers to market a combination apparatus. Such considerations have heretofore prevented their manufacture by responsible plate-making machinery manufacturers, but we think their fears were groundless.

If we stop to think of it, is it not strange that an expert mechanic, be he a printer, stereotyper or carpenter, always desires to use superior machines and tools, while the amteur mechanic is generally provided with cheap machines and tools, such as would not be accepted by expert mechanics.

Particularly does this apply to stereotyping, which is a simple art, which may be learned from a small pamphlet, provided the workman has proper and efficient apparatus and tools. More than any other art connected with printing, stereotyping requires efficient apparatus, because, to make good plates one must depend upon the apparatus more than upon the workman.

All interested in this matter, will do well to send to the Wesel Company for circulars.

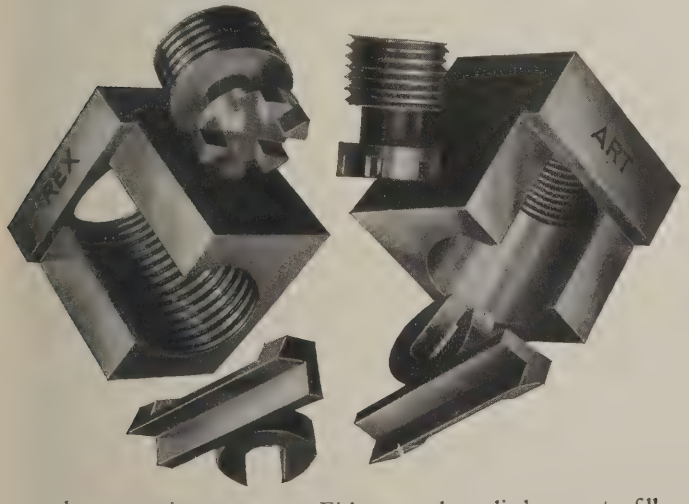
The Sigmund Ullman Company have made another magnificent contribution to the art of printing in the production of a specimen book of L. N. F. Cover Inks. The book is about 6 x 9 inches in size and is bound with silk cord tightly drawn through three holes. It opens lengthwise. The cover stock used is manufactured by the Advertisers Paper Mills of New York. The surface of the stock is bond, with a linen finish. The inks are displayed to excellent advantage by means of art studies and special designs in a variety of pleasing colors. The publishers are entirely jutified in the asertion that the L. N. F. cover inks "dry with a high finish, lie smoothly, and cover perfectly." After looking through the pages of this specimen book, the printer-pressman will consider that the claims of the Ullman Company have been given satisfactory demonstration.

* *

TWO NEW EXPANSION SYSTEM REGISTER HOOKS.

The two register books shown herewith are the latest additions to the Expansion (Point) System of the Printers' Blocks, the well-known plate mounting system originated and manufactured by the Challenge Machinery Co., of Grand Haven, Mich.

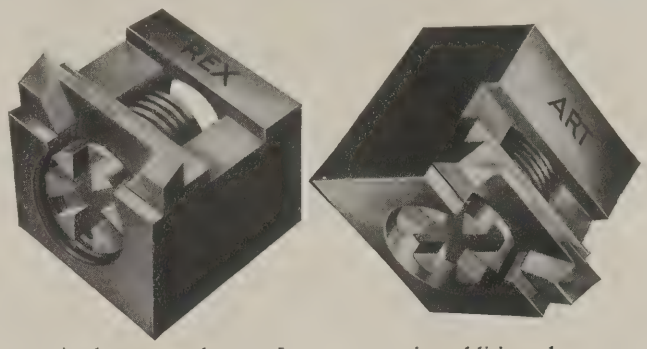
These two splendid hooks, 6 x 6 ems in size, models of simplicity and strength and possessing every desirable feature, will no doubt become the general favorites their design



and construction warrant. Either can be relied upon to fill every requirement, thus making it unnecessary to include in an equipment a variety of hooks each designed to fill its own particular need.

The "Art" Hook possesses exceptional strength, sufficient travel to meet all ordinary requirements and will allow a minimum margin of eight points between plates. It is composed of only three parts and may be taken apart in an instant for cleaning. The narrow opening between jaw and base of hook overcomes the objection of some to a long travel hook.

The "Rex" Hook differs but little frm the "Art." It is composed of but three parts and permits of the minimum



margin between plates. It possesses in addition, however, the extra long travel of jaw—a desirable feature where plates vary materially in size.

The manufacturers state that the demand for Expansion System equipments was never so great as at the present time, and that it will be necessary to enlarge this department in order to render their usual prompt service in filling orders.

SCOTT PRESSES.

The Regensteiner Color Type Co., Chicago, who have recently installed a Scott rotary offset press, are producing very high grade multi-color post cards at 3,000 per hour.

Curt Teich & Co., of Chicago, manufacturers of multicolor post cards, have purchased their second Scott offset press.

Among the latest advocates of rotary presses are the Pruecil Printing Co., who have ordered a Scott sheet feed rotary machine.

F. B. Mills & Co., dealers in seeds, have installed a large Scott rotary magazine press on which they are printing their entire edition of catalogues.

The *Press* and the *Chronicle* of Patterson, N. J., have combined and have installed a Scott 3-deck newspaper machine, also two Scott 2-revolution presses in their job department.

The Patterson *News* has added a multi-color attachment to their 3-deck Scott press and have installed two Scott 2-revolution presses in their job department.

F. G. Henry & Co., of 128 White St., New York City, manufacturers of post cards have installed a Scott 4 roller machine.

The Brooks Bank Note Co. have installed a Scott rotary offset machine.

The Fullmer Cornelious Press Co., of Indianapolis, Ind., have installed a Scott sheet page rotary press.

E. D. St. George manufacturer of post cards has installed two Scott lithographic and two revolution presses.

The American Lithographic Co. have installed three Scott rotary offset machines in both their New York and Buffalo branches.

Automatic presses have won their way to an ever-increasing demand on their merits for speed in production, convenience, in operation, economy in the payroll and money-earning ability. The improvements therein, during the past decade, have been numerous and practical. The Autopress Company, of New York, presents most convincing argument for the value of the Autopress on page 443 of this issue of the NTIONAL PRINTER-JOURNALIST. It is that of the adoption and use of the machine by forty of the most successful and progressive firms and companies of the United States. There is nothing else so persuading and satisfying as practical test

in actual work. The Autopress has a wide range—not only automatically feeding paper used in commercial work but cardboard up to 140 pounds weight. It prints from regular type forms or flat plates at the rate of five thousand impressions an hour. It will pay every owner of a printing office to get in touch with this press. It is worth while to know of the possibilities of such a machine before making a purchase along old lines. Do not wait until competition by the more progressive compels the purchase. Write for particulars. It will cost no more, and will be prized as a favor, if you will mention the National Printer-Journalist.

COTTRELL'S NEW YORK OFFICE.

The office of C. B. Cottrell & Sons Co. have been located on Printing House Square for forty-two years. In 1868 Mr. C. B. Cottrell opened his first New York office at No. 8 Spruce Street, which was then a central location for the printing and publishing business of the city. In 1894 they moved to 41 Park Row, facing City Hall Park, where for sixteen years the pleasant and profitable doctrine of "Use

Cottrell Presses" has been promulgated. Today they are in new offices at No. 25 Madison Square North, as shown in above cut. The front windows overlook Madison Square and the side windows are across the street from the well-known Madison Square Garden. Madison Square North, is East 26th Street. The new offices are within a few steps from the surface cars on Broadway and Fourth Avenue, and but a short distance from the Subway stations at 28th Street and 23rd Street. The Flat Iron Building, the Fifth Avenue Building and the great Metropolitan tower are across Madison Square. The company's new telephone number is 6244 Madison Square.

For some years the trend of the printing and publishing business in New York City has been steadily northward and the new location will be found very convenient by the trade.

The great northwest has an independent printers' supply house which has given evidence of its progressiveness by the use of advertising space in leading printing trade journals, particularly the National Printer-Journalist. The advertisement of this firm will be found on page 403.

The C. I. Johnson Manufacturing Company of St. Paul is owned and controlled by Mr. C. I. Johnson and his two sons, Charles Johnson, Vice-President, and W. T. Johnson, Secretary.

This Company specializes in furnishing complete printing office outfits and, while throughout its territory the firm has become very well known, on account of its reputation for successfully rebuilding machinery, a great many inquiries are received asking whether type and other supplies are handled. In the last eight years the C. I. Johnson Manufacturing Company has handled everything, for which a printer could have use, with the exception of paper. Many printers become regular customers upon learning that the firm sold supplies of all kinds.

On page 398 of this number of the Nationl Printer-Journalist will be found a neat quarter-page advertisement which should interest publisher-readers. N. W. Ayer & Son, as publishers of the combined advantages of Rowell's Directory and the American Newspaper Annual, are offering a compendium of information with which no publisher can afford to remain unfamiliar. The authorative statemnet that the Directory is purchased, consulted and followed by general advertisers whose united expenditures for space doubtless exceeds a million dollars a week is of great significance.

The book itself is about 9 inches in thickness, containing 1,362 pages, with first-hand ratings for thousands of newspapers and periodicals. The advertisements of the various publications, excellently displayed, are an education in themselves, as they furnish a fund of ideas upon the vitally important-to-the-publisher subject of how to most successfully advertise his advertising space. Leading publishers long ago recognized the necessity and deep wisdom of taking some of their own medicine and it would seem that the use of space in this splendid Directory is one of the principal channels of influence by which the timorous advertiser is finally reached and persuaded to launch his bark or frigate upon the great sea of commerce. The publisher who spends $5.00 for a copy of Ayer's Newspaper Annual and Directory will never regret the expenditure. This book may well be called the general advertiser's Bible and the publication which is not properly listed in the marginal references will get about the same amount of attention as is accorded where no connecting link is found.

* *

"UP ANOTHER NOTCH."

Broken Bow, Neb., April 29, 1910.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Enclosed find $2.00 to boost my subscription to the National Printer-Journalist up another notch. Couldn't get along without it. I am,

Fraternally yours,

W. L. Purcell Printing Co.

"CANNOT BE WITHOUT IT."

Prosser, Wash., April 23, 1910.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Enclosed, please $2.00 in check form for another year's subscription of your valuable magazine.

I cannot be without it, and miss it very much when I fail to get one each month on time.

Please also send one of those Stylo Pens.

Yours truly, G. A. Haynes.

FOR SALE—Printing outfit, $350.00, worth $700.00:—10x15 Gordon, 50 fonts new, late style type, racks, cases. Other business interferes. Full description on application. Drawer "D," Uptown Station, Pittsburg, Pa.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR THE TRADE—Best line of Litho Print Stock Certificates, Bonds, etc. New and Special Designs. Fine Gold Effect. Write for samples and prices. THE PIONEER COMPANY, established 1849, Manufacturing Stationers, St. Paul, Minnesota.

CONTRACT WANTED—Have plant of metropolitan facilities in small city, busy only part of time. Will save some money for publisher getting out weekly or monthly publication on contract. Figure any size job. Linotype composition, clean presswork. W. B. ROGERS PTG. CO., Trenton, Mo.

FORCIBLE EDITORIAL WRITER has few hundred words surplus copy weekly. Would allow reputable Independent or Insurgent paper free use of same for time. A., care N. P.-J.

FOR SALE—Because the Manager wishes to retire from active business, all the caitpal stock (1,000 shares) of the Dearborn Printing Company, Seattle, Wash., is offered for $7,500. Good plant, location, reputation, patrons, profits. A rare opportunity for two or three up-to-date printers to acquire a growing business in a growing city. Particulars to those prepared to buy. Address, B. B. DEARBORN, 303 Collins Building, Seattle, Wash.

SITUATION WANTED—An all-around job printer who is taking instruction in hand-lettering, wishes a position in an office where he will have an opportunity to do some of this work. Address, "G.," care National Printer-Journalist.

JOB PRESSMAN—Wanted a practical job pressman to demonstrate and sell an attachment for job presses that will sell on sight in every printing office. To the right man an exclusive territory and liberal commission will be paid. Unless I am satisfied that you can make forty to fifty dollars per week after a week's trial, you are not the man I want. Send for full particulars, stating present position and experience, and name territory desired. G. J. C., care National Printer-Journalist.

ONLY EVENING NEWSPAPER IN CITY OF 35,000 POPULATION

Well equipped and with an established gross cash income of over $34,000.00 annually. Will be sold at attractive price and liberal terms, account of desire of owner to retire.

$10,000.00 cash necessary. Balance can be deferred.

Proposition No. 617.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

PRACTICAL JOURNALISM

A Complete Handbook of Modern Newspaper Methods

By EDWIN L. SHUMAN

Author of "Steps into Journalism"
Literary Editor of the Chicago *Record-Herald*

Illustrated, 12 mo. Cloth $1.25 net; postage 12c additional

THIS is the most comprehensive treatise on newspaper work that has thus far appeared. It explains the organization of a newspaper staff, the best way to enter journalism, the usual steps of promotion, the salaries paid, etc. There are practical chapters on how to start and run a country newspaper, and for workers on the country press there are valuable suggestions on how to make connections with large city papers. There is a chapter for the country correspondent.

Mr. Shuman's method in regard to the large journals has been to tell what each department does, and the best methods of doing it. We get a view of the reporter at work, coupled with clear instructions on how to write a news story. The question of how to get a start is answered in regard to every department. For the experienced editor there is much valuable information in the chapters on errors, libels and copyright. There are chapters for artists, ad writers, women and special writers. The book covers the whole field of journalism with a thoroughness never before attempted.

FOR SALE BY

NATIONAL PRINTER-JOURNALIST

STATION X - - - CHICAGO, ILL.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y

A Glimpse of Our New Cut Catalog

Just to Give You An Idea of Its Contents

Our new Cut Catalog contains 150 pages—some 1800 cuts—each representing an advertising "idea;" every one answering a useful purpose; all of them ready to lend a touch of human interest and artistic embellishment to an otherwise ordinary job of printing.

Just exactly what the newspaper publisher needs to enliven merchandise ads in his paper. The use of our cuts will double the value of his advertising space.

The printer can "ginger up" his products with our cuts and greatly increase his business and profits. A few of the good things shown in our new catalog are—

Advertising Cupids	Eye-catchers	Merchandise Cuts
Comics	Borders	Holiday Illustrations
Menu Headings	Closing Cards	Toys, etc.

The cuts are ready for immediate delivery. They cost but a few cents and add dollars to the value of your output.

We have always sold the books for 25 cents to cover postage, but to place it before the readers of the National Printer Journalist, we have taken off the tax. We'll send it to you free. Merely drop us a line saying "send a copy of your New Cut Catalog free."

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

Branch Offices in Fifteen Principal Cities **215 Madison Street, Chicago, Ill.**

Jaenecke's NEWSPAPER INKS

FOR

Perfecting, Cox Duplex and Cylinder Presses

Gives Satisfaction

It's made from refined Rosin Oil Varnish—not the vile, smelling bi-product of petroleum—give them a trial.

Some of our book ink standards are:

O. K. Cut 4771 F **Nubian Black** **Ambition Black**

Spcl. Black 4449 **Surprise Black**

and a full line of superb—Job Colored and Black Inks.

The Jaenecke Printing Ink Co.

Main Office and Works: Newark, N. J.

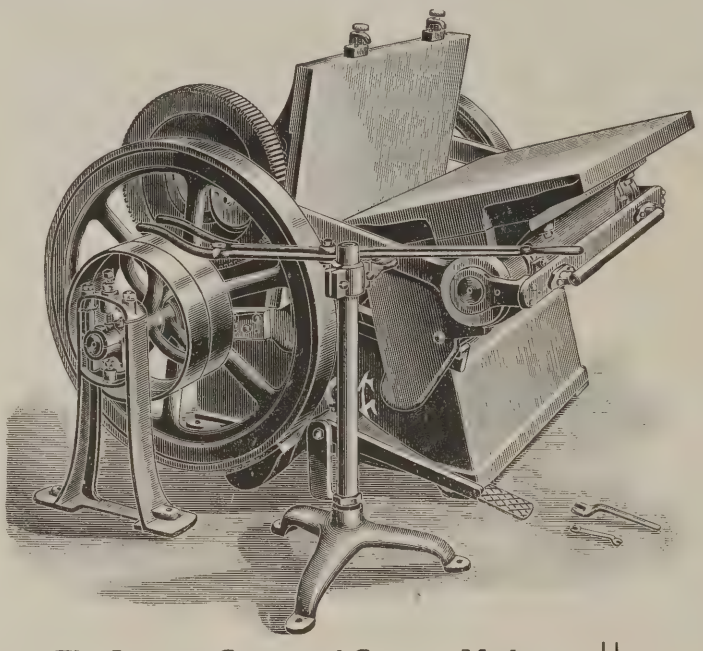
New York Philadelphia St. Louis

Chicago Office: 351 Dearborn Street

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

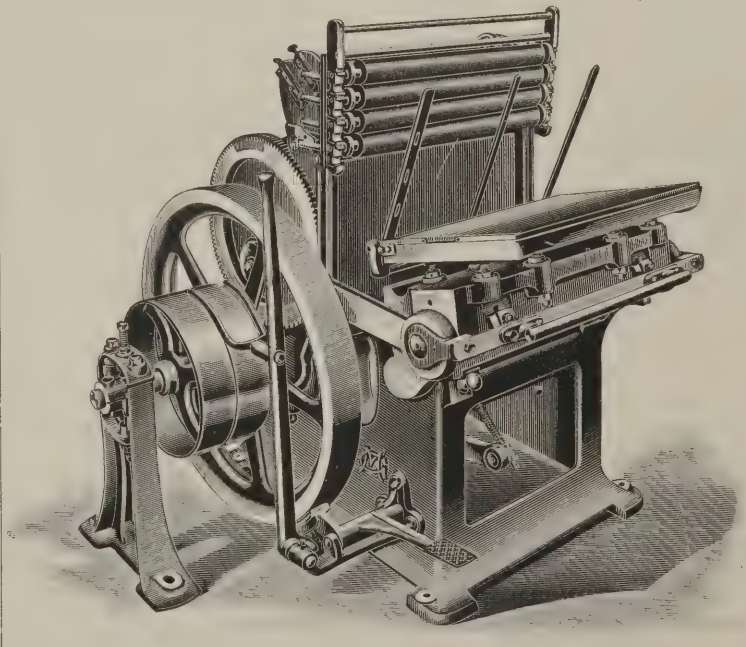
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside chase**
Half Medium,	**13 x 19**	" "
Half Super Royal	**14 x 22**	" "
Super Royal No. 4	**17 x 25**	" "
Embosser No. 1,	**21¼ x 22**	" "
Embosser No. 2,	**24 x 26**	" "
Stamper No. 3,	**24 x 26**	" "

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

Bargains in Rebuilt Machinery

BABCOCK OPTIMUS

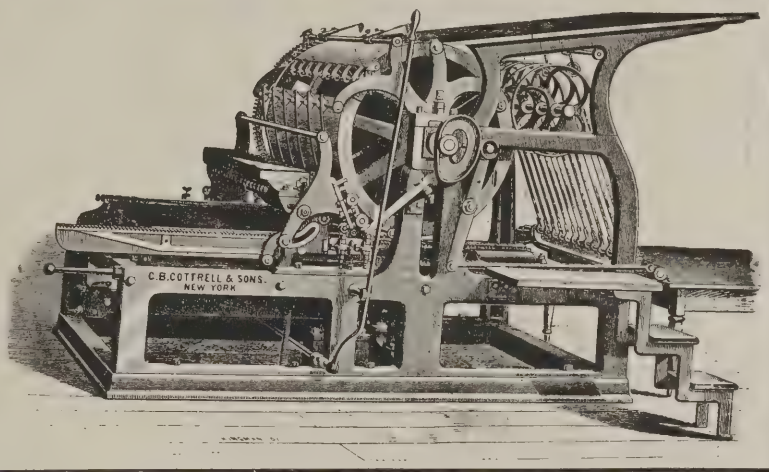
Bed 32x47, 4 form rollers, table and vibrator distribution. Optimus delivery, air springs, trip, back up. Speed 2000 per hour. Printing Surface, 29x46.

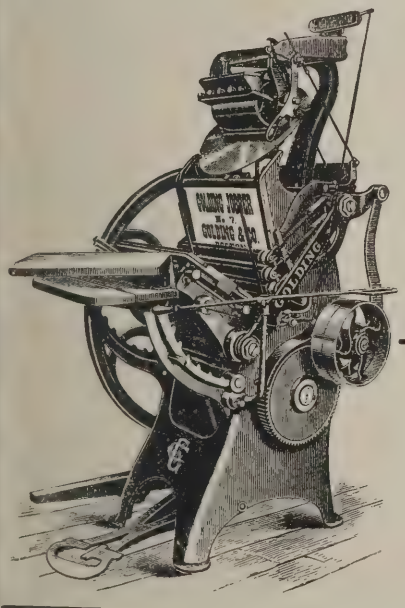
Price $2000.

C. B. COTTRELL & SON "MONARCH"

Drum Cylinder Press. Bed 33x48, 2 form rollers, table distribution, air springs, tapeless rear delivery, will print 6-col. quarto.

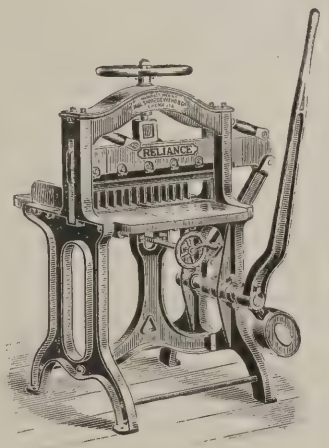
Price $750.





JOB PRESSES

12x18 Challenge, long fountain, S. S. fixtures - -	$200
13x19 Colt's Armory -	225
14x22 Galley Universal, style No. 3A, with double lock -	360
10x15 Golding, with fountain and S. S. fixtures - -	225



PAPER CUTTERS

30 inch Challenge Power -	$200
32 " Rival " -	210
32 " Champion " -	150
25 " Advance, Lever Power	70
32 " Rival " " -	105
25 " Reliance " " -	85

And many others. Write for full information

A. F. WANNER & COMPANY

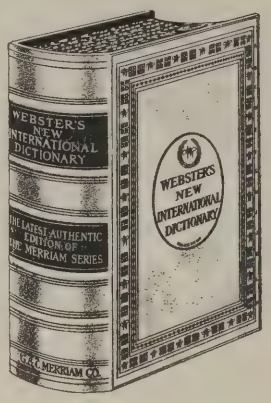
340-42 Dearborn Street CHICAGO

Buffalo Printing Ink Works

BUFFALO, N. Y.

NEW FROM COVER TO COVER

Webster's New International Dictionary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THE LATEST AUTHENTIC EDITION OF THE MERRIAM SERIES
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Only Medium Priced Hotel Left in New York

Special attention given to Ladies unescorted

SPECIAL RATES FOR SUMMER

OUR TABLE is the foundation of our enormous business

American Plan, $2.50 upwards
European Plan, $1.00 upwards

Send for Large Colored Map and Guide of New York, FREE.

DANIEL C. WEBB, Proprietor

The Only New York Hotel Featuring American Plan

Excellent Food **Moderate Prices** **Good Service**

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

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RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

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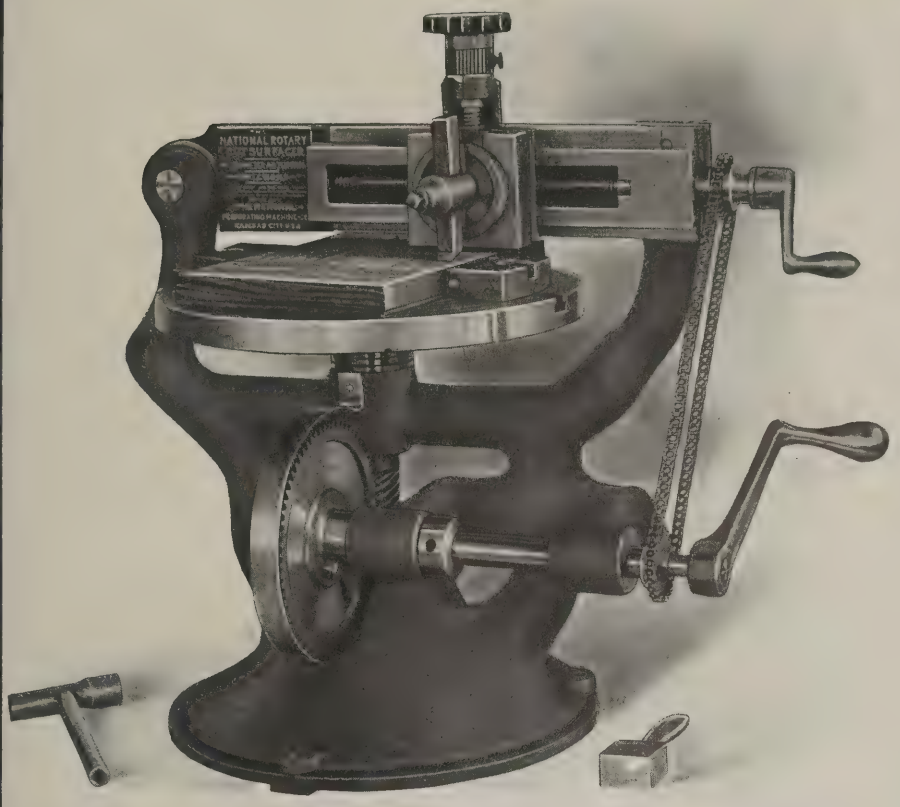
317 W. 124th St., - New York



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ENTIRELY NEW PRINCIPLE

Revolving Plate with Lathe Cutting Tool moving across base of cut producing a smooth true surface.

Takes any size cut up to 10" square or 14" diagonally. Micrometer adjustment of cutting tool to the 1-1000 part of an inch.

Easy and Simple to operate.
Price only $52.50 F.O.B. Factory

Let us tell you more about it. Booklet on request.

National Type High Gauge

Shows whether your cuts or electros are type high. Locates high and low spots.
Price $10 F.O.B. Factory

MADE AND SOLD BY THE **NATIONAL PERFORATING MACHINE COMPANY**
2201B Campbell Street, KANSAS CITY, MO., U. S. A.
FOR SALE BY ALL DEALERS

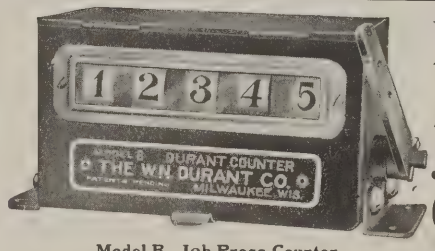
NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing
—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City.

N-M-C-R COMPANY
370-372 SMITH ST., BROOKLYN, N. Y.



DURANT MODEL B JOB PRESS COUNTERS

Model B, Job Press Counter

Set a new Standard, Equal to our Model A. cylinder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five minutes o any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer
INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
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Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

We give better

Envelope Values

because we are better equipped to produce them

J. W. Butler Paper Company, Chicago.

ESTABLISHED 1844

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.,	Milwaukee, Wisconsin
INTERSTATE PAPER CO.,	Kansas City, Missouri
SOUTHWESTERN PAPER CO.,	Dallas, Texas
SOUTHWESTERN PAPER CO.,	Houston, Texas
PACIFIC COAST PAPER CO.,	San Francisco, California
SIERRA PAPER CO.,	Los Angeles, California
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CENTRAL MICHIGAN PAPER CO.,	Grand Rapids, Mich.
MUTUAL PAPER CO.,	Seattle, Washington
AMERICAN TYPE FOUNDERS CO.,	Spokane, Washington
AMERICAN TYPE FOUNDERS CO.,	Vancouver, Br. Col.
NATIONAL PAPER & TYPE CO.,	(Export Only) N.Y. City
NATIONAL PAPER & TYPE CO.,	City of Mexico, Mex.
NATIONAL PAPER & TYPE CO.,	City of Monterey, Mex.
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Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
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MANUFACTURERS OF HIGH-GRADE PRINTING INKS

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

"Globetypes"

Electros From Halftones

The Best the World has Ever Seen

The evidence of a **"Globetype"** from a 400-line halftone (160,000 dots to the square inch) printed with the original for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn Street, - - - - Chicago.

We also make designs, drawings, halftones, zinc etchings, wood and wax engravings, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated. ***This adv. is printed from a "GLOBETYPE."***

From Five to One

Read what Mr. Keeler of the Wyalusing (Pa.) "Rocket" says about the

JUNIOR LINOTYPE

"Before installing the Junior our force of compositors consisted of five people. Today the entire composition is handled by the Junior, which means a notable saving of money. Up to the present time I have been operating the machine myself, setting, aside from the newspaper, the greater portion of my job work. Because of the promptness with which I can now turn out my job work, this feature of the business has increased to such an extent that I am about to hire an operator to handle the newspaper composition. The Junior is the best investment I ever made and nothing could induce me to part with it."

Heads in black face, body matter in Roman on the turn of a lever.

—

New dress every time you print.

—

No hunting for sorts, no distribution.

—

News That IS News

More than **600** *in use*	**Two-Letter Junior** **$1500** **Easy Terms**	*Join the* **1000** *Club*

Mergenthaler Linotype Company

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SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 332 Camp St.

MELBOURNE, SYDNEY, N. S. W. WELLINGTON, N. Z. MEXICO CITY, MEX. } Parsons Trading Company

TORONTO: } Canadian Linotype, Limited, 35 Lombard St.

STOCKHOLM: Akt.-Bol. Gumaelius & Komp.

ST. PETERSBURG: Leopold Heller

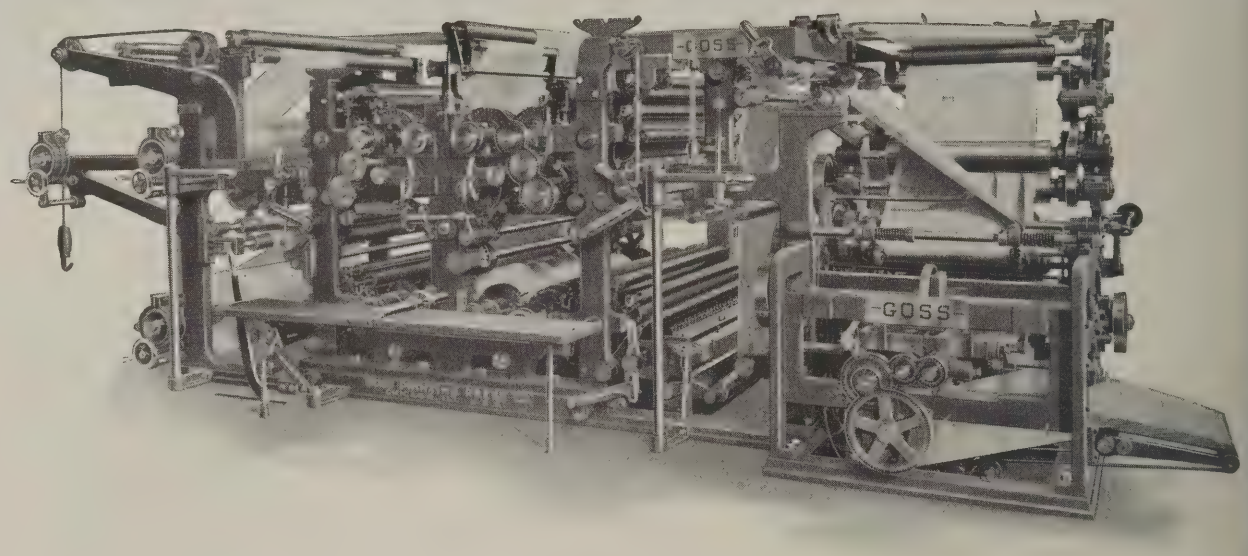
BUENOS AIRES: Hoffmann & Stocker

HAVANA: Francisco Arredondo

RIO JANEIRO: Emile Lambert

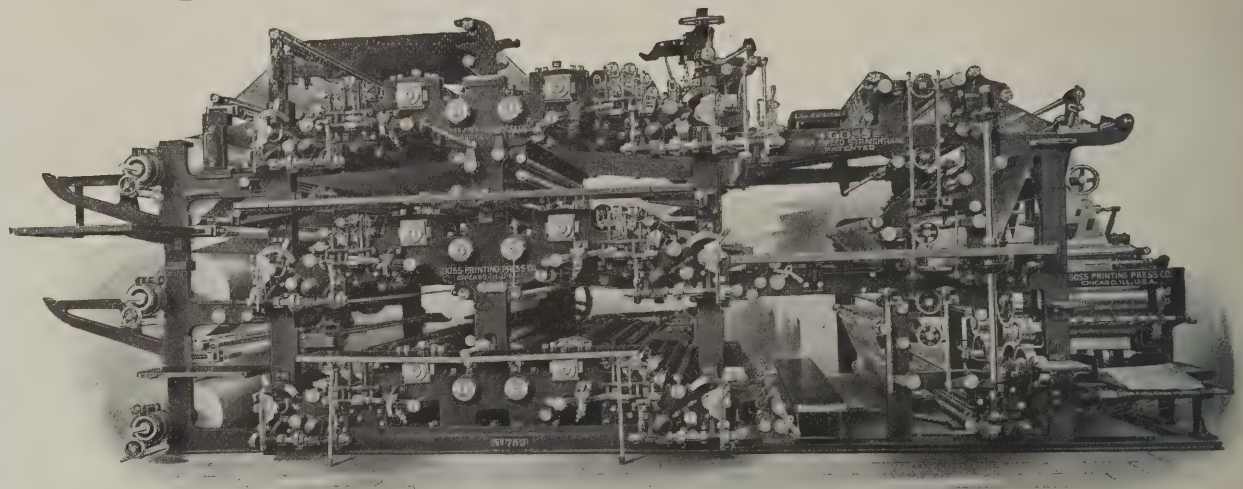
TOKIO: Teijiro Kurosawa

The New GOSS "ACME" Straightline Two-Roll Rotary Perfecting Press—No. 3-D



Made to print either 4, 6, 8, 10, 12, 14, 16 pages in book form.
Constructed so that it can be arranged to print either two or three extra colors, at a slight expense.
It is practically a single-plate machine, thus saving time in not having to make duplicate plates.
Plates are cast from our regular standard stereotype machinery.

The New GOSS High-Speed Sextuple Press—No 160



Is built and guaranteed to run at a speed of 36,000 per hour for each delivery, for the *full* run.
Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.
All products up to 24 pages can be made in one section (book form).

SPECIAL FEATURES

Plates can be put on without removing ink rollers.
Patented ink fountains; screws all at one end of fountains (regular piano key action).
All roller sockets automatically locked.
No ribbons whatever when collecting.
Design prevents breaking of webs.
Entirely new HIGH-SPEED *PATENTED* FOLDING AND DELIVERING DEVICE.

PATENTED AND MANUFACTURED BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
METROPOLITAN BUILD'G.

Factory and General Offices:
16th Street and Ashland Avenue
CHICAGO, ILL., U. S. A.

LONDON OFFICE:
No. 93 Fleet Street
LONDON, - ENGLAND

Simplex Press

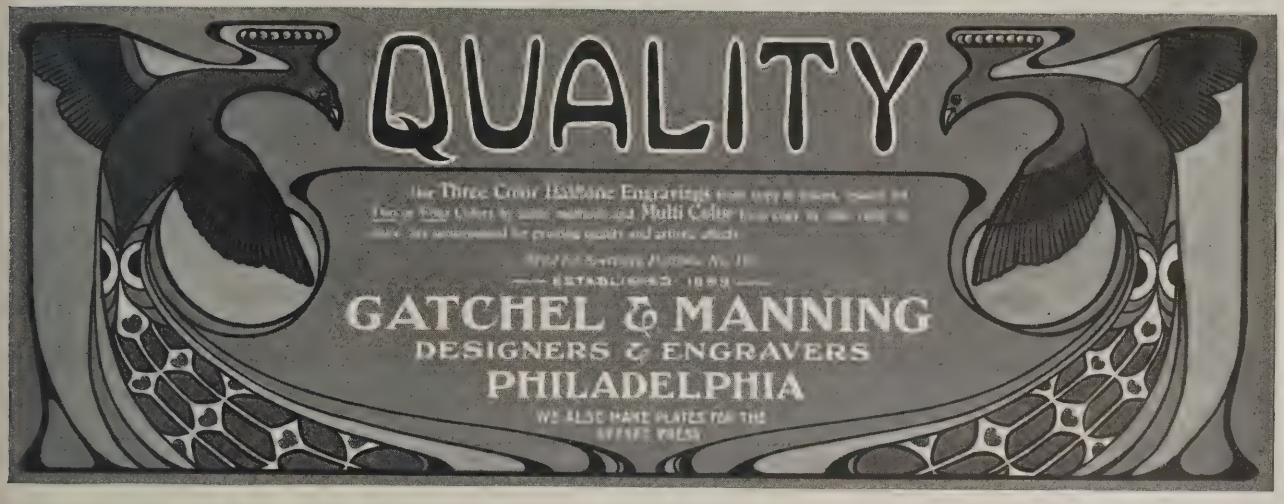
BEATS THE REST

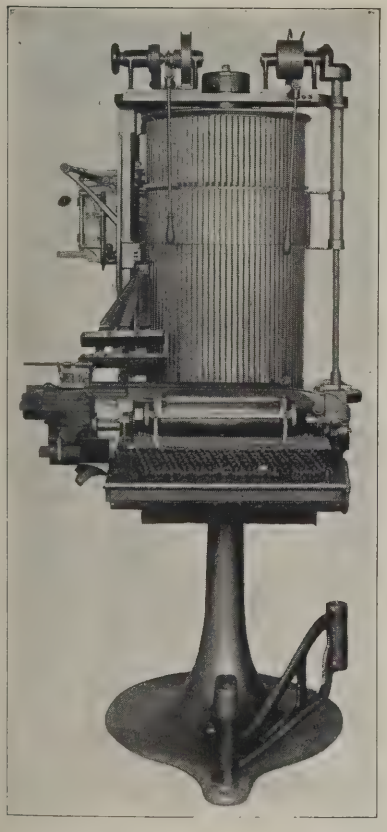
Good Workmanship and Material. Trip or Throw Off. Printed Side Up Delivery. Few Working Parts. Power Fixtures and Hand Attachment on Each Machine. Requires no Expert to Erect or Operate.

Six-Column Folio (Guaranteed Speed 1200 per Hour) **Price, $450.00** **Six-Column Quarto** (Guaranteed Speed 1000 per Hour) **Price, $550.00**

BEST VALUE OF ANY LOW-PRICED PRESS MANUFACTURED. FULL INFORMATION AND LITERATURE SENT BY CHICAGO HOUSE OF

KEYSTONE TYPE FOUNDRY, 529 Wabash Avenue, Chicago





Used Simplex Machines For Sale

10-pt. Adjustable	12-pt. Adjustable	10-pt. Adjustable
Factory No. 1385	Factory No. 1395	Factory No. 1509
$200	**$200**	**$200**

These Simplex Typesetting Machines have been used, but are in good order.

They are practically the same kind of machines
(except the shape of the base)
that are now advertised as Unitypes.

Note factory number and price of each.
No type with these machines.

Gutenberg Machine Company

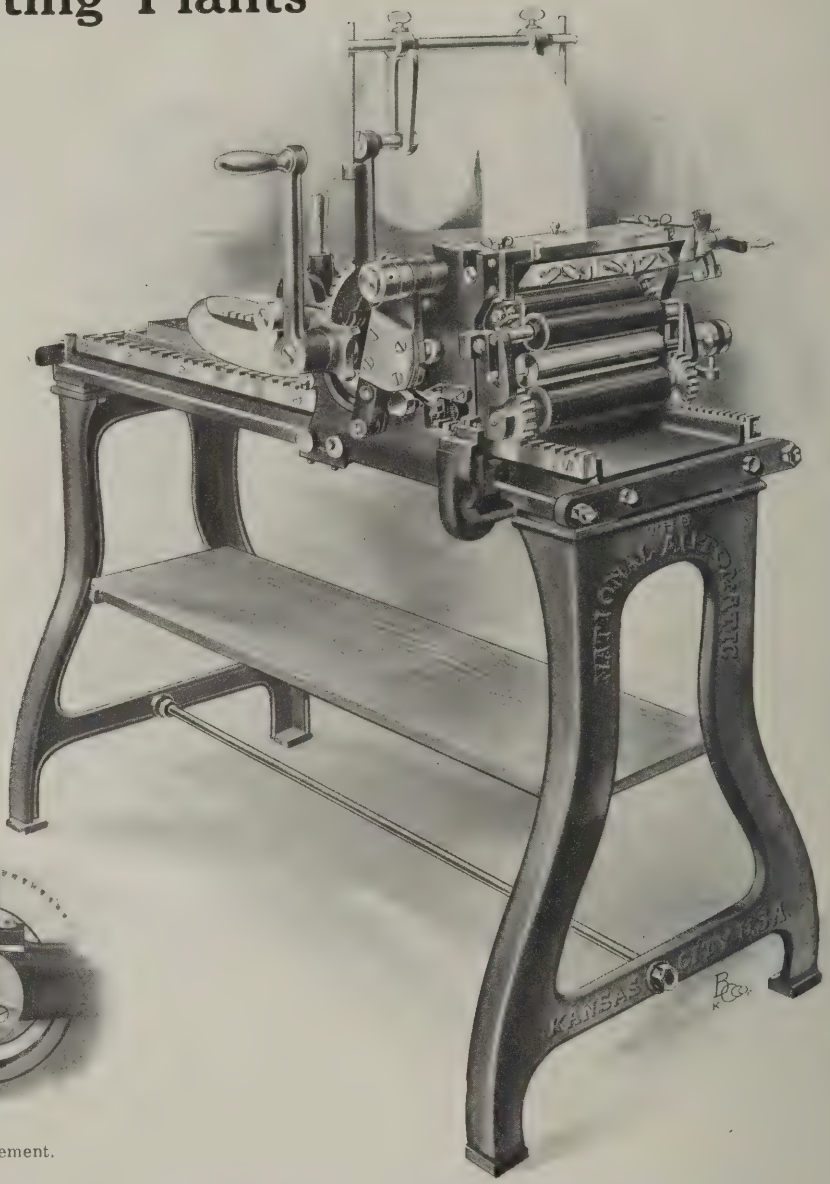
WILL S. MENAMIN, PRESIDENT AND GENERAL MANAGER

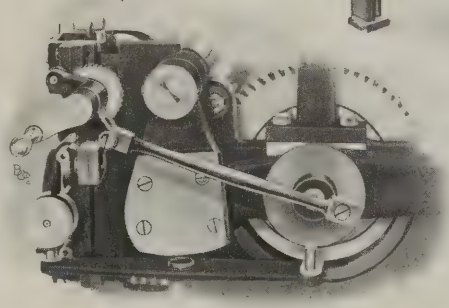
545-547-549 Wabash Avenue, - CHICAGO, ILL.

Newspapers, Publishing Houses, Linotype Plants, Printing Plants

Will find this Proof Press a time-saver, as it

Feeds, Inks and Cuts Automatically





Sectional View showing Vibration Movement.

NATIONAL AUTOMATIC PROOF PRESS

(MESERUALL LICENSE)

Perfectly rigid impression—no adjusting cylinder springs—cylinder raises on return movement—inks galley both ways—no waste of paper, as proof can be taken on four different lengths—takes proof 7½ inches wide and 23½ inches long. Produces legible proofs quickly.

MADE AND SOLD BY THE

NATIONAL PERFORATING MACHINE COMPANY

Manufacturer of

NATIONAL ROTARY PERFORATOR—Four sizes, 20, 24, 28, 30 inches, with or without Crimping, Scoring and Slitting Attachments
INDEPENDENT ROTARY CRIMPER-SCORER-SLITTER (No Perforating)—Taking stock up to 24 inches wide
NATIONAL ROTARY CUT-SURFACER—Entirely new principle involved
NATIONAL TYPE-HIGH GAUGE—For locating high and low spots; determining whether cuts or electros are type-high.

Office and Factory—903 E. 22nd Street, Kansas City, U. S. A.

ALL OUR MACHINES FOR SALE BY YOUR NEAREST DEALER

UNIFORMLY EXCELLENT

ULLMAN'S INKS

Achilles was invulnerable
Except in a seemingly
Unimportant spot
And yet * * * *

Now can you, Mr. Printer,
Afford to lose the advantage
Of your expensive facilities
And earnest endeavor
To do the best work
By neglecting that
Little item of great importance
Printing Ink.

Buy the right ink right
Ullman's Ink—of course.

SIGMUND ULLMAN CO

NEW YORK PHILADELPHIA
CHICAGO CINCINNATI

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

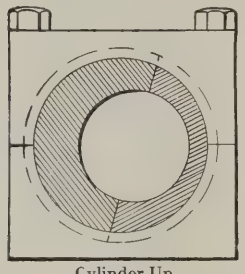
BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

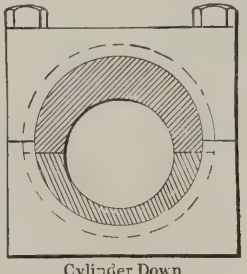
The Cylinder Lifting Mechanism

of a modern two-revolution is but little less important than its bed motion, the most vital of all; for upon the manner of the lift impressional strength depends in greater degree than is generally understood. In fact there are presses that must depend upon it almost entirely for such rigidity as they possess. It is of sufficient importance to receive the buyer's serious attention.



Cylinder Up

The Optimus lift, simple, direct, differing radically from others, has been in use from the beginning. The years have proved it completely satisfactory. There are few parts; no complications; little chance for wear and none for trouble; use develops no weakness. It insures the maximum of strain resistance, and materially aids in making the impressional rigidity of the Optimus the *greatest known to flat-bed presses.* As a consequence, hard, heavy, exacting and fast work is the especial service of this press; and the most and best of to-day's work is this kind.



Cylinder Down

The Optimus cylinder boxes are attached immovably to the side-frames. They are large, with broad bearing surfaces that resist wear. Each box has an outer and inner parts fitting each other so closely that the eye does not readily distinguish the two, each part a complete box in itself. The inner box is eccentric on its inside, and into this the large steel cylinder shaft is placed. This eccentric box works within the other, and is made to oscillate by a simple cam and lever arrangement.

That is all there is of the Optimus cylinder lift. Whether cylinder is up or down depends upon the position of the eccentric, and not upon the position of the box. The movement of the eccentric is slight; action always positive and sure. No dependence is placed upon doubtful springs, toggles or long draw-bolts, for there are none. The heavy side-frames are left at full strength to solidly hold cylinder to its work.

During impression the eccentric is on its center, with no strain whatever on lifting connections, which might be broken away without in the least disturbing either eccentric or impression. The trip is only operative when cylinder is off impression; its use when on impression has no effect, the impression will be completely finished.

Other two-revolutions have their cylinder boxes *loose in the side-frames,* which therefore cannot be used directly for giving impression. *Their boxes slide up and down,* moving with the cylinder as it lifts and lowers. They are "reciprocating" boxes, actuated from below the bed through springs, toggles, and long rods reaching up through the frames from bottom to top, and the force of impression depends upon these connections. Such boxes are entirely unlike the fixed boxes of the Optimus, which compel the side-frames themselves to directly meet the brunt of impressional strain. Greater rigidity is secured by fixing the cylinder at a given point and inflexibly holding it there than is possible by loosely hanging it in a couple of forks and trying to pull it to its work.

Only through the direct use of the side-frames can the greatest rigidity be secured. They are the natural and simple means for preventing the elasticity and weakness every other arrangement has developed. The perfection of its cylinder lift has made the Optimus the strongest press under impression the trade has known, with all that that means besides of delicate certainty of touch and speedy make-ready.

The Babcock Optimus

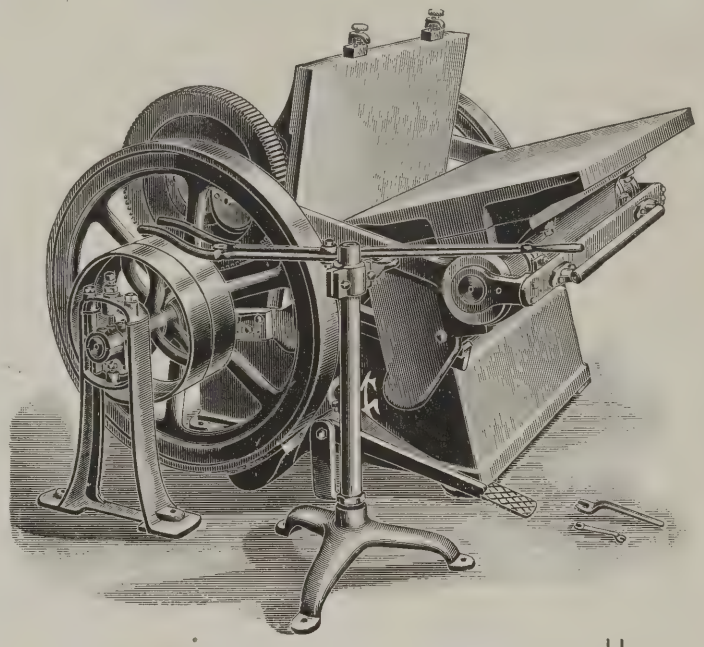
SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC

MOST
POPULAR
BLACK
INK
IN THE WORLD
QUEEN CITY PRINTING INK Co
HD
Every day the Sales of
·H·D·
add to this Monument which
stands to the Credit of
The QUEEN CITY PRINTING INK Co.
CINCINNATI
BOSTON
CHICAGO
THE QUEEN CITY PRINTING INK COMPA
H·D· COLOR
DRYING QUALITIES
WORKING QUALITIES
FOUNDATION BEGUN BY THE QUEEN CITY PRINTING INK CO 1860.

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

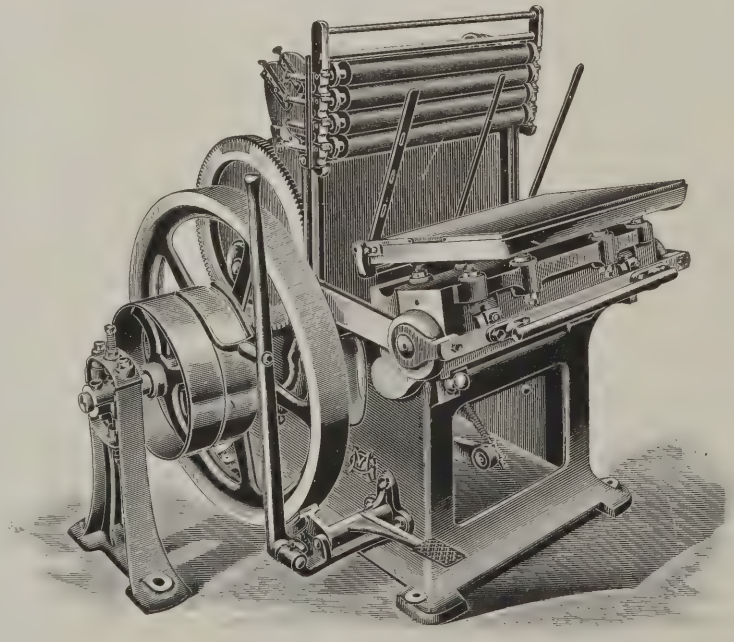
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	10 x 15	inside	chase
Half Medium,	13 x 19	"	"
Half Super Royal	14 x 22	"	"
Super Royal No. 4	17 x 25	"	"
Embosser No. 1,	21¼ x 22	"	"
Embosser No. 2,	24 x 26	"	"
Stamper No. 3,	24 x 26	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

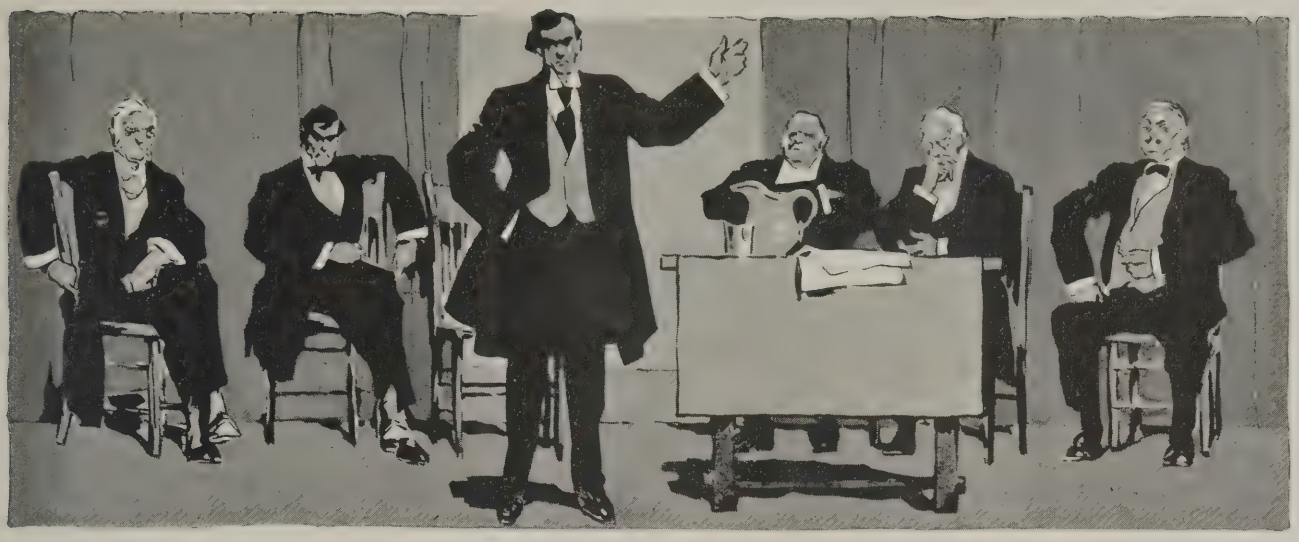
TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.



Advertising to be Effective, Must be Educating—Must Teach Something

Barnes-Crosby Company has been teaching people the use of almost every commodity through the medium of pictures, ***illustrations*** and ***engravings*** that tell more at a glance than a whole chapter of words set in cold type.

This advertisement is one of a series intended to familiarize printers and publishers with Barnes-Crosby Company and its products.

Barnes-Crosby Company is an organization of over 300 artists and engravers—trained specialists—producing illustrations and engravings by every known process, for every purpose. Barnes-Crosby Company originates ideas, prepares the illustrations and designs, engraves the plates and delivers them to you ready for the press.

Barnes-Crosby Company co-operates with Printers and Publishers, but does not compete with them.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

Two Complete Establishments

215 Madison Street, Chicago **214 Chestnut Street, St. Louis**

And the Following Branch Offices:

New York, Union Square, Tel. Stuyvesant 4849
Cincinnati, Perin Bldg., Tel. Canal 371
Detroit, Stevens Bldg., Tel. Main 535
Indianapolis, Majestic Bldg., Tel. Main 5255
Kansas City, 308 E. 10th St.. Tel. Bell Main 2010 and Home Main 5100
Memphis, 161 Madison Ave., Tel. Main 4218 Cumb.
Milwaukee, Wells Bldg. Tel. Main 2394
Minneapolis, Andrus Bldg., Tri-State Phone 9511
Moline, 3rd Ave. and 17th St., Tel. Old East 258
Cleveland, Citizens Bldg., Tel. Main 93 Bell
Toledo, 1004 Grand Ave., Tel. Home Phone 5385
Birmingham, 2111 1st Ave., Bell Phone Main 1057
Mexico City, Dolores 7

Just say the word and we'll send you our free booklet, "Helpful Hints to Advertisers and Printers." It is well worth the trouble.

MAKERS OF

SCHRODINE

Art Two Tone Inks

Requiring No Slip-Sheeting

INKS OF QUALITY AND RIGHT PRICES

WE ALSO RECOMMEND KLEENU

KLEENU

Quickly
Cleans
Hands
Kettles
Pots
and Pans

KLEENU

Removes
Printing Ink
Paint
Grime and
Dirt
of any kind

Approved, Adopted and For Sale by

American Type Founders Co., 45 Branches and Agencies
Barnhart Type Foundry Co., 200 Williams Street, New York
H. C. Hansen Type Foundry, 43 Centre Street, New York

And many other stores. Ask for it.

It is a Wonderful Preparation

BASOLIO INK and COLOR CO.

250 WEST TWENTY-SEVENTH STREET
NEW YORK

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

is doing more toward revolutionizing the working methods and the equipment of the present-day printing establishment than any other one agency.

It will soon come to the point where the office with the antiquated equipment will be handicapped to such an extent that it will be difficult to show a profit on work produced under old methods with old equipment. Such savings as are being made in labor and floor space must eventually influence and finally control the price of printing.

After reading the statement of the Review Printing and Stationery Co., of Decatur, Ill., reprinted below, let every employing printer whose composing-room has not been re-equipped ask himself this question:

What would a saving of 50 per cent in floor space and 33⅓ per cent in labor mean to me?

THE HAMILTON MANUFACTURING CO., Two Rivers, Wis.: *Decatur, Ill., May 25, 1910.*

Gentlemen,—Regarding the equipment of cabinets which you installed for us some six or eight months ago.

These cabinets take up less than one-half of the room occupied by the old-style racks and cases, which we had previously, and in addition to keeping our composing-room outfit in better shape than was possible under the old plan, we have practically eliminated the dust and dirt.

The labor-saving propensities have permitted us to cheapen the cost of labor in our composing-room from a strictly time-saving standpoint nearly one-third. In fact, we are doing more and better work with three first-class compositors on the floor than we were formerly able to do with five.

This may seem a strong statement, but our books will bear out the assertion. We would not go back to the old plan under any consideration.

Very truly yours,

REVIEW PRINTING & STATIONERY CO.

With such remarkable results is it to be wondered that one printer can underbid the price of another printer which may not carry a satisfactory margin of profit and still leave it possible for the successful bidder to make a good profit?

A word to us or to your nearest supply house will bring an expert to your establishment who will show you what can be accomplished in YOUR plant. It will be up to us to show you possible results.

If you are interested in this vital question of composing-room equipment, send for a copy of "Composing-room Economy." It shows the floor plans and tells graphically of the results accomplished in more than thirty representative plants

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE THINGS WE DO

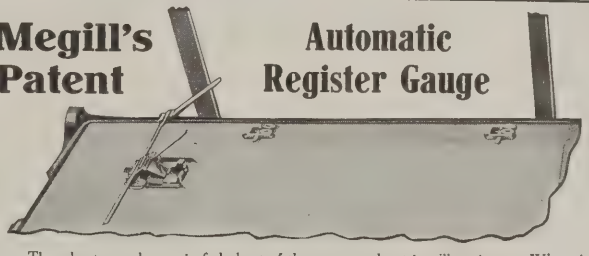
DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR "AD". DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

Megill's Patent Automatic Register Gauge



The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

Cutters That Cut

will give you more work and better work.

Royle makes that kind.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

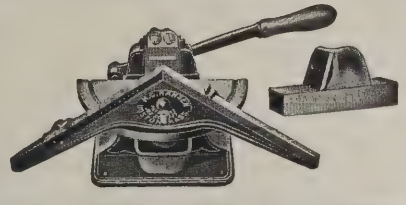
Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

Everything the Printer Uses

We carry in stock COMPLETE PRINTING OUTFITS of all standard goods and sell all makes of new Machinery and Material, &c. Always pleased to furnish estimates for complete plants

Hansen Copper Alloy Lining Type
Hamilton Wood Type Hamilton Wood Goods
Chandler & Price Products
Latham Machinery Co., Stitchers, Etc.
Challenge Machinery Co., Gordons, Cutters
Diamond & Stonemetz Presses
Rossback Creations



Hansen's Complete Mitering Machine

Price, complete, $18.50

Sent on trial
Sets with a pin. No guesswork. The best

Rouse Sticks Star Sticks
Yarger, Acme & Boston Staplers
Mustang and Horton Mailers
Colt's Armory Presses
Seybold and Brown & Carver, Oswego Cutters
Hickok Ruling Machines New Scott Drum Presses
Southworth, Portland and Sterling Punches
Tatum Punching Machines

C. I. Johnson Mfg. Co.

Saint Paul :: Minnesota

Largest Stock of—REBUILT MACHINERY—in the Northwest

Set in Hansen Caslon Full Face Type Egg and Dart Border J.A.K.

How to judge an advertisement
before you use it

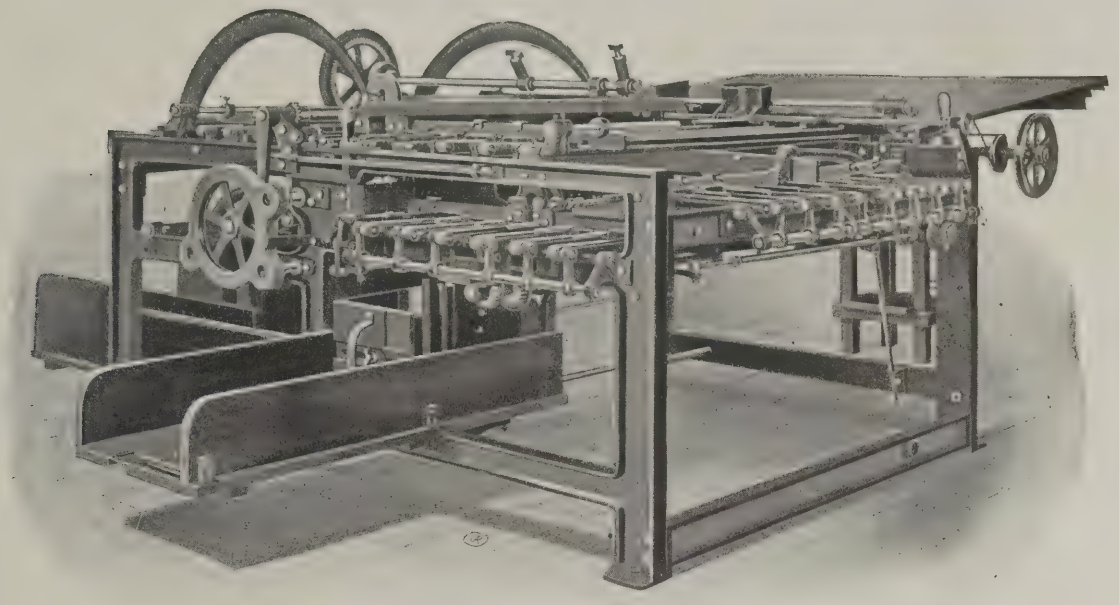
John Lee Mahin has prepared ten tests whereby the advertising value of newspaper and magazine advertisements, street car cards, posters or any other printed matter may be judged. These are not mere theories, but ten real tests. Applying them you arrive at the calm, cold reasons for or against the copy you have in mind.

These ten tests have proved themselves over and over. All ten of them have been applied to this advertisement. A complete set of these tests sent on request. Address

Mahin Advertising Company
704-754 American Trust Building Chicago

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

HOKE

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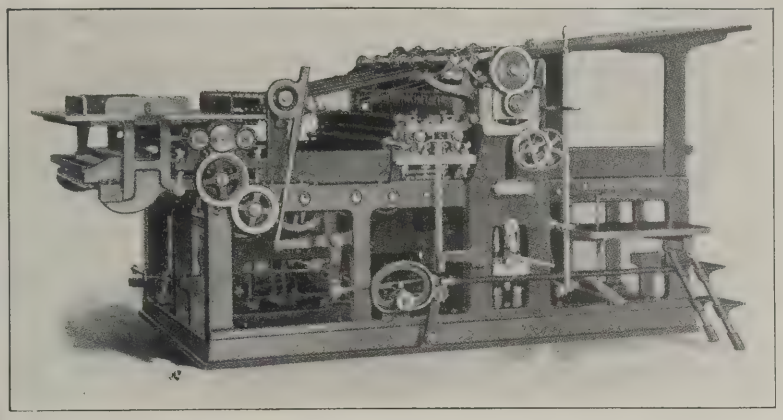

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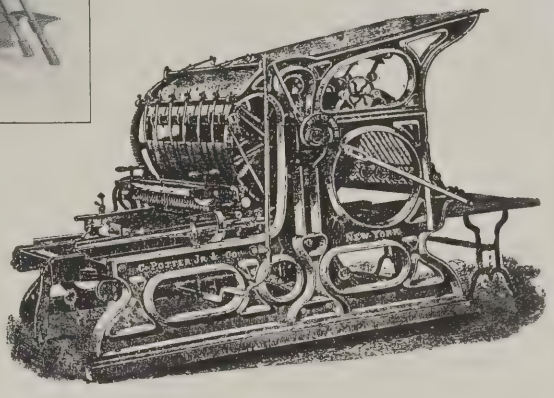

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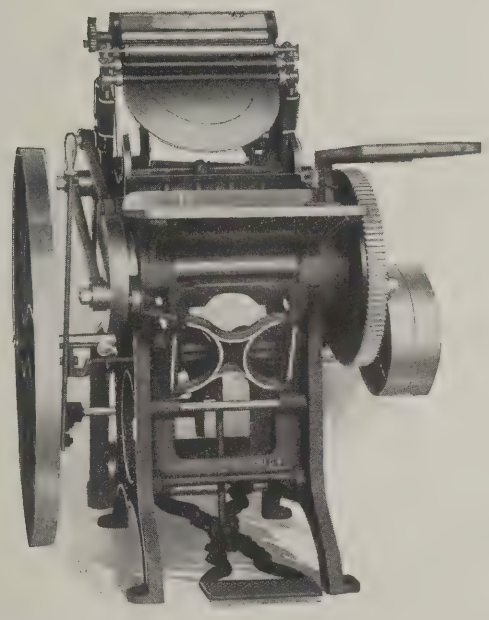

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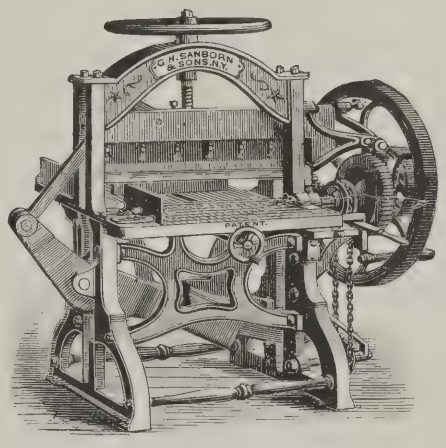

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, July, 1910 | Number Seven

A GREAT PRINTING ESTABLISHMENT CONDUCTS A PRACTICAL SCHOOL OF PRINTING

AN APPRENTICESHIP SYSTEM THAT MUST WORK GREAT, COUNTLESS AND LASTING BENEFITS TO THE APPRENTICES AND IMMEASURABLE GOOD TO THE EMPLOYER AND TO THE PRINTING CRAFT.

INDUCED thereto by listening to the reading of a paper by T. E. Donnelly of Chicago, before the Convention of the United Typothetæ of America in Washington, D. C., we improved the first opportunity, after our return, to visit this model, modern school of printing, conducted in connection with the Lakeside Press, one of the largest printing establishments of America. The school is on one of the floors of the printery, and is made a part of the establishment. We were, at once, impressed with the idea as to how highly the undertaking is considered by the management of the Lakeside Press, from the fitting up a school and work rooms, in admirable manner, in a costly down-town building where space is worth a large price for every square foot occupied.

Next and still more costly and expensive is the employment of an able, experienced, well equipped teacher for conducting the high school department with a view to the calling, in the school room, and a competent printer in the printing department, to give constant and practical instruction and direction. We were heartily welcomed by both these gentlemen, who, however, expressed a desire to be known only through their work.

The teacher, or supervisor in the school-room, was formerly a public school teacher and superintendent in Wisconsin and organized and installed an industrial high school in that State. He has had long and suc-

Group of Apprentices.

cessful experience as a teacher. He has general supervision over the boys, whom he selects from among the applicants, visits and secures the interest and cooperation of parents and teaches the academic branches.

The instructor in printing thoroughly understands the art and the business in its different branches. He was formerly in charge of a complete printing establishment and hence knows the requirements for good workmen and the needs of a printing plant.

The name adopted is that of "The School for Apprentices of the Lakeside Press." It was organized in July, 1908. The object is to teach boys printing under right conditions, which are: Suitable school and work rooms, supplied with proper materials and surroundings; with instructors who devote their entire time to teaching, directing and supervising, and who, as indicated, by knowledge, observation, experience and practice, understand the demands and the right conditions. There is a certain amount of exposition of the principles of the art and its relations or what is known as theory, with much practice in elementary work. Study, instruction and elementary practice are followed at the earliest possible period by commercial work, or actual accomplishment which appeals to all boys. It is the joy of creative work, of that which is to be used, or the real things, that gives highest inspiration to youth and all humans.

At work in the School Room.

The Foundation is laid first in straight composition to teach spacing, division of words, justification, punctuation, capitalization, various indentions, etc. A solid basis on which to build is considered far better than the ability to do a few apparently fine or fancy pieces of job printing.

The Trade Course of Study includes straight composition; various measures, solid and leaded; poetry; notes, side, foot, cut-ins; inserting initials, tabular work, etc.

The Academic Studies include mathematics, with lessons in Algebra to cultivate the inventive faculties, and Geometry receives still greater attention, to strengthen the reasoning powers, and to teach form, proportions, etc.; the elementary sciences; much instruction and practice in English.

After the first six months, the boys are given regular work in the establishment under overseers—one overseer for each boy—who report to the supervisor each month. In this way the boys are given a regular course of instruction in the shop at actual work, as well as in the school and are promoted upon showing efficiency and every possible opportunity is given for advancement and every available incentive used to stimulate efforts for highest possible attainment. The results are interest, wide-awakeness, attention, alertness and enthusiasm. The following outlines of the courses of study and instruction will prove not only interesting but useful to all employing printers who have a desire to help the boys in their establishments to advance and to secure or furnish effective, well-equipped workmen for the future:

Trade Instruction.

The Case.—Lay out of, how to stand at, kinds of.

The Stick.—How hold, how set, spacing, sizes of spaces, justifying, measures.

The Type.—How pick up, sizes, nicks, faces.

The Galley.—Proofs, corrections.

Distribution.—How hold the type.

Indention.—Prose, poetry.

Copy.—Straight matter, reprint, manuscript (typewritten, pen-written), difficult.

The Page.—Sizes, make-up, head lines, chapter heads, sunk heads, ending paragraphs, space between head-line and type, initials, cuts, side-notes, cut-in-notes, foot-notes, half-title, preface, index, title page, book pages, tieing up, proving.

Poetry.—Setting.

Tabular Work: Without Rules.—1. One column words and one column of figures. 2. One column words and two columns of figures. 3. One column words and three columns figures. 4. One column words and four columns of figures. 5. Two columns words and one column figures. 6. Three columns of figures.

With Rules.—1. One column words and two columns figures. 2. One column words and three column figures. 3. One column words and four or more columns of figures with single, double or triple heads. 4. Two columns of words and two columns of figures.

Academic, Technical.

English.—Spelling, capitalization, punctuation, quote marks, division of words.

Proof-Reading.—Marks used.

The Type.—Sizes—Point system; faces—Old-style, modern; capitals, small capitals, italics, how measure, how figure.

Leads.—Kinds, spacing when leaded.

Paper.—Kinds, sizes, weights.

Furniture.—Wood, metal.

The Stone.—Planer, mallet, key.

The Chase.—Locking-up, planing, quoins.

Academic, General.

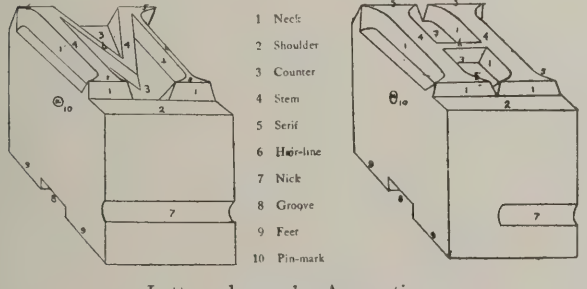
Arithmetic.—Twice a week. Applied problems.

Algebra.—Four times a week.

Physiography.—Daily.

English.—Daily, reading, composition, grammar. Each student required to read at least six volumes of Standard Literature during the year.

The two letters, drawn by the boys, that are reproduced and shown herewith, indicate something of the



Letters drawn by Apprentices.

methods and thoroughness of instruction as to the types. They are required to give in their own words, a description of every part of a letter, to tell the distinguishing differences of these parts in the various styles of types and with these differences, their objects and the varying effects secured by their use in printing. Hereby the *rationale* of printing is understood and the means whereby proper harmony, proper balance and artistic results are secured, while valuable instruction is obtained in language and the power or ability of expression.

The report blank shown herewith indicates the methods, together with the prizes that are offered for higher excellence, by which a constant stimulus is

The School for Apprentices of The Lakeside Press

Shop Report of .....

for....month... ending..... Dept.. ....Work.....Rate.....

1. Is he industrious?.... ..... 7. Does he try to learn?.....
2. Is he careful? ..... 8. Is he quick to learn?.....
3. Is he reliable?..... 9. Is he generally satisfactory? .....
4. Is he accurate?..... 10. Has he any serious faults?—Specify..
5. Is he prompt?..... ....
6. Is he improving? ..... Efficiency ....

Overseer..... ....

Record Report of Apprentices.

given to effort for highest possible attainment and perfection.

As an illustration of the advantages given the boys, we interviewed one apprentice, about fourteen years of age, who had already learned to lay a case of Greek characters or text, and he placed his hand in the different boxes and rattled off the names of the Greek letters more rapidly and correctly than could many of the sophomores in our colleges.

The requirements for admission are that a boy must be a grammar school-graduate between fourteen and fifteen years of age, the nearer fourteen the better. The boy's school work must show good standing in his studies, and when deemed neccessary, a physical examination will be given. The boy must be of good moral character, he must be desirous of learning the printing trade, and his parents or guardian must promise to co-operate with the school in looking after his welfare. The supervisor of the school arranges to interview the applicants, who usually apply by letter, and also visits the parents. If the boy appears to be satisfactory, he is given fair trial, and if both the boy and supervisor of the school are satisfied, an agreement is entered into between The Lakeside Press and the boy and his parents for the full term of appretinceship.

The students of each year are divided into two classes, being ranked according to scholarship. The students are in school three and one half hours daily during the first two years; one half of which time is taken up with trade instruction, and one half with academic work. They also work four and one half hours daily in the shops. The hours spent in the shop teach actual factory methods, and gradually accustom the apprentices to factory work, a difficult thing for many boys to learn. To be on time, to be systematic, to be told, not asked, and that once only, are new ideas to many boys, but these are promptly instilled into their minds when they enter a large work-room and work side by side with the men.

The boys work in relays in the factory, and are given work in the various departments in order to learn something of the various branches of the trade, and ultimately

to select the particular department they will enter. This training will make a well-grounded specialist in a department. After the first two years the apprentices work the regular shop hours in the factory, excepting two or three hours per week, which is devoted to school work.

The following outline course for the first year is here given to show the plan of the work: Under the trade instruction, the boys are taught the case and how to stand properly; how to hold the composing-stick and to set a line of type, properly spaced and justified; how to handle type and take a proof,—the aim being to teach the proper methods of setting straight matter and making up pages correctly and rapidly. Under academic trade instruction the general rules for spacing, division of words, capitalization, punctuation, and proof-reading are taught, and each student is required to read proof and correct the type from the marked proof-sheet. Type sizes, kinds, and faces are also taught.

The general academic instruction is along similar lines to that carried on during the first two years of high-school course. Arithmetic is reviewed from the factory side. A series of trade problems has been prepared to be used in connection with the review work.

A bonus of $25 per year, payable semi-annually, is paid all apprentices whose average standing for six consecutive months is 95 per cent or above. Two weeks' vacation on pay is allowed each student whose average standing for the year is 95 per cent or above.

A contract is entered into between the firm and the apprentice and his parents. The firm agrees to teach the boy the trade, and the parents agree that the son shall remain as an apprentice for a term of years until the trade is learned. The boys are paid $2.40 per week for the first year, this being at the rate of ten cents per hour for the time actually in the factory. The second year the rate is $3 per week. Beginning with the third year the rate is $5 per week, with a substantial increase every six months until the scale of $21 per week is reached at the end of the apprenticeship.

It is proposed to give the seven-year apprentices an all-around training and we understand that opportunity wil be given to learn the presswork as well as all the other mechanical processes.

In the Composing Room with Instructor.

PRESS-ROOM APPRENTICES.

In this department grammar school graduates over sixteen years of age are received. Every opportunity is given to the boys to learn and advance. An evening school is maintained for their benefit during the winter months. There are definite agreements on salary and as to increases therein as the work is satisfactory. The boys are not held back, but are aided and encouraged to advance, and bonuses are paid for excellent work. This incentive has proved effective and satisfactory. Every one that enters this department can have no fear of being kept back as a tender or feeder, for he is to become a pressman as rapidly as ability and application will prepare one therefor, and we noticed that in some instances the advance to the charge of a press with full pressman's pay has been remarkably rapid. Merit and efficiency are the requirements. There is no favoritism.

"Industrial Education"

Paper read to the United Typothetae at its Convention in Washington, D. C., Wednesday, May 18, 1910.

BY ISAAC H. BLANCHARD, NEW YORK CITY.

IT was a pleasure to carefully read Mr. Thomas E. Donnelley's paper on Industrial Education prior to the session of this Convention. In short and specific statement it told the story of a gradually developed training school which has had the earnest attention and consideration of an honest and earnest leader for many years, and the trade at large throughout the United States is under a material obligation to Mr. Donnelley, not only for the results which he has shown can be accomplished, but for the clear and concise manner in which he has explained, for the benefit of others, the working of his system, that the public may reap the reward sure to follow similar efforts in other localities.

The essentials to success in any industrial educational undertaking may be numbered or divided as follows:

First: "Finding the right boy." This cannot be accomplished by hiring boys and turning them loose in our workshop, expecting them to pick up a trade and then calling that precedure a system of industrial education. The boy must be discovered who has an inclination for the trade after having had an opportunity to understand of just what the details of work at the trade consist; not only the boy, but his parents must be favorably disposed to becoming a student, and when such a boy is found, the next task is

Second: "Trying him out." The head of an industrial school can only get results through constant contact with each boy as an individual, studying the boy's inclinations with a view to determining whether or no the boy should be continued as an apprentice, or should be transferred to some other class of trade or occupation. The "trying out" of the new boy is only second in importance to his discovery.

Third: "Special all around training," which will develop all the faculties necessary in a progressive printer, is the class of training that the industrial school must give, and some academic work, coupled with a training of the eye and hands, rounds out a boy as no academic work alone, or manual training alone will round him out. The properly equipped American citizen of the future must have this well developed and broad mind.

Fourth: "Let the work on which the student spends his time be "live work" in which he will feel an interest because it is of practical use, for it is only through a knowledge that the labor of his hands is a useful product that a human interest can be created an developed in the student.

Fifth: "Pay the student wages" and in paying the wages with the very first payment start contributions toward an insurance and capital, or retirement fund, so that with the first earnings of the youth will come the realization of the importance of layings aside a fund for emergency purposes, for business development purposes, and for old age provision. With the possession of such a savings fund comes a much more rapid development of manhood, and an appreciation of its responsibilities.

Sixth: "Practical idealism must be the governing and controlling motive of the instructor."

The six necessities above mentioned are producing the satisfactory results concerning which we have read and can be duplicated in any fairly large plant, and it is in the hope that a classification of those qualities and a re-statement of them may induce many of our members to undertake a similar work that I have repeated these items in this paper.

But even as the necessity for employing the student's time on live work is in present day practice admitted to be an absolute essential to the successful development of the student, so should the industrial training of our youth, made through the agencies of the graphic arts departments of our public schools be the means of improving our local civic family and advancing the home and family interest in each and every community.

Every city, or school district large enough to have an industrial training department in its public school system, should have a graphic arts branch, and that graphic arts branch or class should produce, either monthly or quarterly, a publication which should contain reports of the city or district officials; these reports being prepared, re-written, and finally printed in shape to be comprehended by the average layman citizen, for the place to teach the simplicity and the details of community life is in the industrial school.

The publication should contain comparative studies of the expense of the government in various communities similar in size to the community in which the publication is prepared.

It should give full details of local tax rolls, assessment rolls, and all the business undertakings of the community.

It should contain papers by the student, discussing the various purely family affairs of the community.

Its entire visible effort should seem to be the acquainting of each student with the details of the operation of the public business of his own district.

Results.

The proper handling of a graphic arts class in each of our communities is going to give us:

1. Intelligent citizens; for the students in editing and printing the community periodical are gathering information concerning civic life and civic family matters, and are learning how to understand and comprehend community life, and also learning how to prepare the story of that life for its intelligent consideration by the community and their fellow students' interest in the publication is going to be mulitplied many fold because of the fact that it is or seems to be prepared by the student body, and the entire work will add to the dignity and importance of each individual student because of the human responsibility thrust upon both graphic art students and the general public.

2. Apprentices will discover their natural callings, and many a boy by the opportunity offered in this graphic arts public trade school would become a practical first class printer, while others, through contact with graphic arts class, would learn that a profession (so-called,) or some mechanical trade called definitely to him. Writers who can intelligibly and simply express themseluves would be discovered, and the logical essayist with a natural mental equipment that ought to be developed for the good use of an entire community will be discovered and saved from the waste of his life and effort on some calling for which he is less fitted. The intricacies of accounting and the instinctive preceptions of the arts will have their devotees discovered among the student body, for only through the exercise of opportunity does the inborn inclination of the youth come out and secure recognition.

3. The entire civic community through the operation of the graphic arts class of the public industrial training school in the manner herein outlined will learn to regard the communiity life in its details as the inidividual affair

of each individual citizen, and will ultimately do such reasonable work for the community as each individual is best fitted to offer.

The general public today (and by the general public I mean 99 per cent of the entire population of the United States of full legal age) speak of government and our governors or legislators invariably in the third person. I protest that such a designation is wrong, and I assure you that as our study of civic life increases we are going to talk of the task of governing and controlling as "our" task, and as "we," the legislators, instead of "they". "This is my city;" "This is my playground;" "This expense of administration is our expense of administration;" and "we must sit down and commune together and determine in what way our expenditures shall be decided upon and distributed. We only want the greatest good for the greatest number. We only can get it because we devote a reasonable amount of time to a study of each individual problem."

4. The day of the attainment of the manhood of the race is upon us. The human family as one great unit is feeling the influence of the unseen force which compels men of wealth and position to become their brothers' keepers, and the way to make the individual man as potent for usefulness as his Maker intended him to be, is to take him at from 12 to 14 years of age, and help him find his physical and mental strong points, and, having found them, help develop and train them to their greatest usefulness. In that development and training there shall come, as the years go by, a race of men who, giving their time and thought to the industrial training problem will produce a vigorous, better and absolutely, unselfish citizenship that shall be a demonstration to the world of the fact that in the same fair land of freedom where first was put in force the principles based on the words, "We, the people" shall come those happy exhibits of human comfort and helpfulness springing from the manly adoption of the only divine commandment ever given, "Love One Another."

5. Industrial training as a public function in the "Art Preservative of all Arts" will help to accomplish that result, and the members of the United Typothetae of America, for their own business welfare, and for the welfare of their country, should lend their aid, each in his own community, to an immediate development along the lines suggested.

Louis C. Cramton, of Lapeer, Mich., editor of the Lapeer *Clarion,* has announced himself as a candidate for Congress for his congressional district. Mr. Cramton will oppose Congressman Henry McMorran for the nomination. He is thirty-five years of age and represented Lapeer County in the legislature during the 1909 session. He was one of the authors of the Warner-Cramton liquor law.

Frank Markle, secretary of the Milwaukee Press Club, with Mrs. Markle, have sailed for Europe. They expect to be gone about six months, and will visit the exposition at Brussels. Mr. Markel expected to meet President Roosevelt somewhere in Europe and arrange for his expected visit to Milwaukee under press club auspices some time after his return home.

Frank J. O'Rourke, an experienced newspaper man of Freeport, Ill., long connected with the editorial staff of the *Journal,* has taken a position in the city department of the Rockford, Ill., *Star.*. He has charge of the sporting page. E. H. Marriott, who has for years been engaged on the *Star,* has been engaged as editorial writer on the Joliet, Ill., *Republican.*

The Linotype

A PAPER READ BEFORE THE UNITED TYPOTHETAE AT WASHINGTON, BY L. A. HORNSTEIN.

USUALLY when a representative of a machinery or supply house arises to address an assemblage such as this, the audience—that is, those of them who do not make their escape—is prepared for a dissertation on the merits of a product which bears a close resemblance to the matter contained in the pages of a descriptive catalogue.

I want to preface what I have to say by assuring you that I will not confine myself to bald statistics of comparative cost of hand and machine composition, most of which you have no doubt figured out to your own satisfaction, but rather try to elucidate my points by specific instances and illustrations which you as individuals can apply to conditions as they exist in your own plants. While I might go into minute details as to comparative costs, it is doubtful whether any of you gentlemen here present would care to analyze them, or perhaps even remember them, even though they proved my case beyond peradventure of a doubt.

A certain statistician once said, "Give me the figures and I can prove anything," It has also been aptly said that while figures will not lie, liars will figure. For this reason, as I stated at the outset, I will try to present the case of the Linotype without dwelling too much on statistics.

Whenever any one of you compare mentally the relative advantage of machine over hand composition, you naturally think of Linotype composition. Isn't that true? Try it. The reason for this mental comparison is obvious.

For some years after the advent of the Linotype it was regarded strictly as a straight matter machine, adapted purely and simply to newspaper composition alone—restricted in its scope and limited in its capactity. While the bulk of all composition in the general book and job office was and still is straight matter, it is so complicated with the addition of italics, small caps, and black letter that entry into this prolific field was barred to the Linotype until inventive genius produced the two-letter matrix.

Having invaded the field of book, catalogue, and magazine composition, it remained for the Linotype to demonstrate and prove its fitness, and that it has done so is amply evidenced by its almost universal adoption for those purposes. It has not stood still, either, but has kept pace with the demands and requirements of the progressive printer, and even a little in advance. The double magazine Linotype has shown the job printer that the scope of this machine is not limited to the mere setting of his straight matter, but that it is adapted to a vast variety of miscellaneous work as well. And the end is not yet.

The Linotype has done much to standardize the cost of composition, because you can figure on the output of a machine with a nicety and exactness that is impossible with hand composition. The often repeated statement that "the printer habitually miscalculates his costs" is only in a measure correct. True, there is considerable variation in the rate at which different printers figure their hour costs, but the greatest divergence seems to lie in the difference of opinion as to the time required to do the composition on a certain job. This applies almost wholly to hand composition, however, and is practically eliminated in figuring costs on Linotype composition. The cost per 1,000 ems of Linotype composition can be figured just as accurately as the cost per 1,000 impressions on a press.

Here is a case in point: About thirty printers in a representative western city attended a meeting at which a job was passed around and each man present requested to name the

price he would quote if he were asked to figure on it. The price of the stock was known. There were no cuts, so there could be little or no difference in the cost of the press work. And yet the figures submitted showed a variation of about 120 per cent. As all had figured on the same basic price per hour the entire differenece must have been in the estimates of time required to set the job by hand. No such divergence would have been possible had Linotype composition been figured on.

A latest model double magazine Linotype, equipped for setting roman, italic, and small caps in two different sizes of type and any length of line from six to thirty-six ems, costs $3,600. It is capable of being changed easily and quickly to any of upwards of 400 different faces, ranging from 5 to 36 point. With such a range it would be an intricate job indeed that could not be adapted to the Linotype. We have specimens on file of difficult and intricate composition that have been accomplished on the Linotype by users in the ordinary course of work that would have surpassed belief ten years ago.

It is idle for the carping critc to complain that it takes an expert to accomplish such results on a machine. So also would it require the services of an expert to set the same matter by hand only to a far greater degree.

On the other hand, when the same carping critic designates a particularly poor piece of composition as representative Linotype work, he quite overlooks the fact that it is possible to turn out most abominable press work on an excellent and high priced press; or to ruin the appearance of an exceptionably fine half tone in printing it. In the final analysis it is the "man behind the gun" who determines the value of any machine, whether it be for setting type, printing, or any other purpose. Some mighty poorly displayed jobs are sometimes perpetrated by alleged printers, even though supplied with the best material, as any of you will readily admit.

So in estimating the cost of composition either by hand or by machine, the human element must always be considered. It may be laid down as a general principle that it does not pay to entrust a high priced piece of machinery in the hands of a cheap or incompetent man. Given the combination of a Linotype and a reasonably good man to operate it, the results attained are bound to be such that hand composition will suffer in comparison.

The product of a Linotype should be 5,000 ems an hour in the hands of a competent operator. This gives a total of 240,000 ems per week of 48 hours. Figure the operator's wages at $25.00, and the keyboard cost of Linotype composition is only about 10½ cents per 1,000 ems. Add to this the cost of maintenance of a quick change double magazine Linotype as follows:—

Interest on $3,600 at 6 per cent.....	$ 4.15 per week
Insurance on $2,880 (80 per cent of its value) at 2 per cent	1.10 per week
Gas, at $1.00 per 1,000 feet.....	.60 per week
Power, ¼ h. p. (New York rates).....	1.00 per week
Repairs and Renewals ($26.00 a year)..	.50 per week
Depreciation at 5 per cent.....	3.50 per week
Interest on 1,000 lbs. of 7c metal at 6 per cent.....	.08 per week
Deterioration of Metal (Estimated)....	.25 per week
	$11.18

This gives a total of $11.18 for cost of maintenance, or less than 5 cents a 1,000 ems, making a total net cost of less than 16 cents per 1,000 ems corrected matter for Linotype composition.

If this estimate of production is considered too high, a net product of 4,000 ems per hour at the same rate of wages and maintenance would bring the cost of Linotype composition to about 19 cents per 1,000 ems. Reduce the estimated product still further—to 3,000 ems corrected matter per hour, and you will admit that this is certainly conservative enough—and at the same rate of wages and overhead cost, the price per 1,000 ems would amount to only 22 cents a thousand ems.

If the product of the machine be increased, by running it two shifts, for instance, the net cost per 1,000 ems is proportionately decreased, since the fixed charges for insurance, interest, etc., will remain the same. The only increase would be in the nature of keyboard cost—not to exceed 15 cents a thousand.

Comparing these figures with hand composition, even at the very lowest piece scale, it will readily be seen that it would be extremely difficult even to approximate this low net cost of composition.

These figures are based on the output of a single Linotype. As the size of a plant is enlarged by the addition of more Linotypes, the cost of maintenance per machine is proportionately decreased. In other words, the economy of operation is greater where a battery of three or four machines is running than when only a single Linotype is used.

While I would not care to use the reasoning of the patient who figures that if four grains of quinine were good for him, forty grains would do him ten times as much good, yet it is a fact that the single machine plant is in a sense overcapitalized, and the entire cost of operation and maintenance is charged against that single machine; whereas, in the case of a number of machines in the same plant, this cost is evenly divided among a number of units. And yet the advantage of machine over hand composition is so apparent that 2,000 one-machine plants find it extremely profitable.

It is also assumed that the machine be kept reasonably employed. It is axiomatic that no machine will earn you any money while standing idle. But this applies with equal force to any other machine of whatever kind in your plants—whether it be a press, a perforator, a stitcher, or even a typewriter.

Now as to the price of type. While some of the larger sizes, from 10 point up, may be selling at the present time for about 30 cents a pound, the cost of the smaller sizes is still largely in excess of that price. But even at 30 cents there must be added thereto the cost of freight, cartage, and laying in cases—easily 5 cents a pound more. And do you gentlemen realize that the mere unwrapping of the type and laying it in the cases—the only way in which it can possibly be used—renders it second-hand and depreciates its value 50 per cent or more, even though it may never have been used a single time.

Every printer knows that metal at 7 cents a pound has an intrinsic value that does not depreciate. Eight cent metal transformed into 30 cent foundry type at once drops back to its intrinsic 8 cent value after its first usage.

Depreciation lays its withering hand on foundry made type, and by the dictum of its makers reduces its value about 75 per cent whenever an attempt is made to realize on this investment. One thousand pounds of standing matter, costing for foundry type $300, is worth exactly $80 (in trade) when inventoried; while if in slugs at 7 cents a pound, its value would still be its original cost, $70.

A Linotype can easily be bought with the money lost in type depreciation in almost any fair sized book and job office, and still leave a profit in the proprietor's pocket.

In the case of standing matter, where a Linotype is used, no part of the plant is tied up, and only sufficient capital to cover the investment for metal at 7 cents a pound, as against 30 cents a pound or more for hand set type. No doubt you all make a charge for matter kept standing for more than a certain length of time, but that charge would not apply where great numbers of pages of an incompleted catalogue,

for instance, were in type waiting to be printed. In that case you would have to keep on buying type at 30 cents or more per pound. The difference between 30 cents and 7 cents is not diffcult to figure. The charge for standing matter in the good old hand set days was almost sufficient to purchase the necessary metal outright in these modern slug set days.

One of the most important features of the value of Linotype composition is almost invariably lost sight of in figuring cost of composition, and the machine is given no credit for it whatever. I refer to the ability of the office using a Linotype to get up a much greater amount of type within a limited time than would be possible by hand methods. The amount of time thus saved must necesssarily assume gigantic proportions, if we should stop to figure it out, and while you must all admit the value of Linotpe composition in that respect, no one, to the best of my knowledge, has ever considered it in dollars and cents. With presses to be provided with work, the item of *time* consumed in composition has always appeared of the utmost importance to me.

Added to this all important feature of time is the element of ease of handling Linotype composed matter as compared to hand set matter, the elimination of distribution, the escape from the "sorts" bugaboo, and many other advantages too numerous to mention.

The superintendent of one of the largest book and job offices in Chicago—which makes a specialty of high class catalogue work—informed me sometime ago that on hand composition his men actually produced about 750 ems an hour, while on the Linotype the average product, week in and week out, on all classes of work, amounted to 3,200 ems an hour corrected matter. The scale for hand composition in this office is $19.50 a week, while the pay of the Linotype operators is $24 a week. He stated that the actual labor cost of composition is approximately 16 cents a thousand on the Linotype, as against 53 cents a thousand by hand.

In estimating the cost of maintenance of a Linotype in an average office a debit of 5 per cent per annum is usually charged off for depreciation. Figuring on this basis, the life of the machine would be just twenty years, which, in the light of actual experience, is far too short. No one can tell at the present time how long a Linotype will last. Possibly fifty years is not unreasonable to expect, judging from the present appearances of some of the oldest machines. Owing to the perfect interchangeability, accidental breakages can be replaced with new parts at a comparatively slight expense, thus replacing the machine in an absolutely perfect condition, practically as good as new, and without the cost of time, labor, and material in making repairs such as are required on other classes of printing machinery. The vulnerable parts, which are most liable to wear out or break, are very cheap and easily replaced, and actually bear a lesser relation to the whole than do the rollers on a printing press, which must of necessity be renewed three or four times a year.

Repairs and renewals are usually figured at $26 a year. This also is an extremely liberal estimate, since one man who runs a single Linotype in a small community, remote from expert help, informs us that his repair bill for ten months' actual operation amounted to 17 cents. This record, of course, is exceptional, yet it merely demonstrates what can be accomplished by careful management and handling.

Certain rebuilding companies are at the present time offering rebuilt Model 1 Linotypes at "$2,000 up." Their advertised prices are perhaps considerably like hotel rates—i. e., principally *up*—and no doubt they have very little difficulty in securing purchasers for their machines at prices ranging from $2,200 to $2,500. When it is considered that these are our earliest make of machines, all of which have been in constant use for from twelve to fifteen years, it speaks volumes for the vitality of the Linotype. Notwithstanding the radical changes and improvements made in our later models during the past few years, these earliest patterns still bring from 65 to 75 per cent of their original cost in the open market, and apparently are regarded as bargains at those prices.

In the light of all the facts, we believe we are warranted in making the statement that no piece of machinery used in the graphic arts depreciates as little in actual value from year to year as does the Linotype. No other machine will bring as large a proportion of its first cost after ten or more years' use as the Linotype. No other machine costs less to maintain in the matter of repairs and renewals rendered necessary by ordinary wear and usage. No other machine is so profitable in its operation, or brings in as large a percentage of return on the investment as does the Linotype. All in all, no machine or any other equipment of a modern printing office is so valuable an asset as a Linotype.

Newspaper Circulators Meet in Montreal.

The National Association Members Newspaper Circulation with officers as follows: Robt. L. McLean, Pres., *The Evening Bulletin,* Philadelphia, Pa., Harry H. First, First Vice President, *The Enquirer,* Cincinnati, Ohio, John D. Simmons, Second Vice President, *The Journal,* Atlanta, Ga., Joseph R. Taylor, Secretary-Treasurer, *The Press,* Grand Rapids, Mich., held their annual convention at Montreal this year at the Windsor Hotel, Wednesday, Thursday and Friday, June 15th, 16th and 17th.

At the convention last year held at Cleveland, Ohio, the Montreal members extended a cordial invitation to the members to come to their city this year and as a recompense for their long trip, offered to pay the transportation expenses of every member from the nearest point to him in Canada.

The Convention unanimously accepted the offer.

Members of the Association at Montreal who had been successful in making these arrangements, carefully looked after the general welfare of the members.

Many publishers are doubtless unaware of the value they derive by having their circulation managers become members of this Association the prime objects of which are the exchange of ideas and the protection of each others interests.

The Association maintains a list of the irresponsible news agents. In this item alone, any member has the advantage of the other's experience. Any circulation manager after becoming a member and attending the conventions, becomes acquainted with this great body of men who are scheming incessantly to build the circulation of their various papers and who are daily mastering the many intricate problems and adding thousands of subscribers to their lists, all of which must redound greatly to the benefit of each member and his publisher.

It has grown from comparatively a small body to one of a membership of over 250. At the present rate of growth, its roll will soon contain names of circulation managers of all the progressive dailies. An elaborate program was presented at this year's convention.

One thing to which we wish to call special attention is the liberality of Canada toward all members of the press, and she has been reaping a rich reward for the past ten years or more. The newspapers of this country have become timid as to exploiting their claims for recognition, and the result has been the loss of millions of dollars to the country.

An Instructive Library and Museum of Typography

By B. S. Herbert.

NO one will deny that the universal use of books and other typographic productions in this country has been one of the principal contributory causes for its elevation among the most enlightened nations of the earth. It may be said with equal truth, that practically nothing is known by the public concerning the history of the art by which this intellectual advancement has been made possible, and among the most ignorant are the very practitioners of the art themselves. What curious anomaly is this! What are the causes? Why has the study of that art which preserves all the rest, been neglected? There are many reasons, but to analyze the complexities of the question would lead too far astray.

The Library Section of the Museum, showing the book cases, old proof press and display cases at the right, containing the more valuable books.

Isaiah Thomas, printer of Worcester, Mass., had this observation to make just 100 years ago: "Notwithstanding all that has been done, to transmit to us the history of the origin and progress of the arts, we are still very deficient in this branch of knowledge." Our libraries are filled with books, centuries old, but even the skilled librarians have no special knowledge relating to them. The librarian must know how to classify and catalogue the books in such a manner as to enable them to be found, but his knowledge usually ends here. The training of a librarian should not be considered complete until he has acquired a knowledge of the history of printing. He should have the ability to indicate the interesting points of a book, discriminate between editions and to tell the counterfeit from the original.

One of the most important causes for the deficiency in popular knowledge concerning the art of printing appears to be that no concerted and systematic effort has ever been made to increase the common interest in the origin and growth of this art which has become the preservative of all arts. Perhaps the disinclination of printers to assume other tasks than those at which they are immediately employed will be excused when it is more generally appreciated that the man who engages himself in the manipulation of types and production of printed sheets can reserve very little time for the purpose of investigation and study. The numerous details that constantly require attention and the multitudinous problems which clamor for solution so occupy his mind that matters foreign to the work in hand are compelled to wait and finally are neglected. When the eight-hour day shall have been extended to include the employer as well as the employe it is probable that these adverse conditions will be changed.

Printing trade schools are contributing their share in the engenderment of a higher appreciation for the history and traditions of what should ultimately attain to the degree of a profession. Trade journals, until within the very recent memory of man, woefully inefficient and blunderingly obtuse, are educating the more advanced followers of the art. It may be said, in their defense, that the American journals have always kept pace with the requirements of the trade, but the difficulty seems to have been that the appetite or thirst for specific knowledge has been too easily satisfied. The stream has not arisen above its source of demand. Anyone at all acquainted with the trade journals of today, however, will recognize that these untoward conditions do not now exist. However, a trade journal, despite the most ambitious plans, and fondest dreams, of its editor, cannot provide a uni-

versity curriculum nor would the business manager permit the infusion of much of this class of matter into the pages of the magazine. He understands too well that the interest of the buying public is in the present and in that kind of knowledge which can be immediately applied.

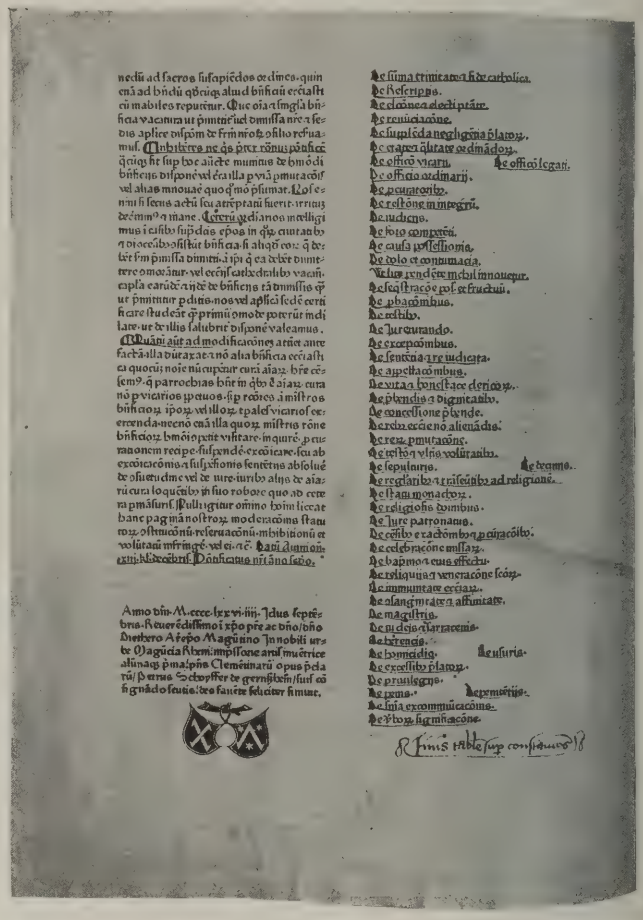
One of the most significant movements that will undubitably have a decided influence in promoting a veneration for and knowledge of the historical side of printing and publishing is the recent foundation of a national typographic library and museum. This was brought about largely through the efforts of Robert W. Nelson, President and General Manager of the American Type Founders Company, whose attention to the needs of the craft in this direction was attracted by an anonymous communication in that foremost of all printing trade journals, *The Inland Printer*. The arguments in favor of such a project were so well founded in logic and reason that Mr. Nelson's interest and enthusiasm were aroused. Mr. Nelson learned the author's identity and lost no time in enlisting his services.

A large room in the fireproof structure occupied by the American Type Founders Company in Jersey City, N. J., was provided. The program announced was "to illustrate the progress of typography in all countries and in every period." The work of collecting material began in 1908 and so vigorously has it progressed that the Library now contains over 5,000 volumes, all relating to typography, besides numerous prints and portraits and antiquities of printing. The illustrations afford a satisfactory idea of the arrangement of the room but furnish a very incomplete one of the importance and value of its contents. A day spent within touch of books produced by the first masters of printing would have its effect upon the sensibilities of the veriest dullard. It was considered that the most satisfactory service could be given to student visitors by arranging the exhibition of books in their chronological order, illustrating the history and theory of printing step by step.

In the cases, at the right of the first picture, are shown items of fascinating interest to the disciple of Gutenberg and Coster, arranged chronologically.

In the first case labelled, "Prior to Gutenberg" are found implements used in printing by the Japanese, long before movable types were invented. A wooden block bearing raised characters, with the tools for cutting them, an inking brush and a "baren" for rubbing the impression on paper or other fabric, are the principal appliances. They constitute what was formerly a complete Japanese printing outfit. The method is still used in Japan and China. The outfit was presented to the library in 1908 by the government of Japan, through Mr. Hatsutaro Koyama, director of the Imperial Printing Office, at Tokyo, Japan, after he had visited the museum. Accompanying this gift are Nos. 1 to 25 of the Naigai Shimpo, (The Home and Foreign News), also Volume VII of the Kamakura Chronicle, a history printed in March, 1605, from the first Japanese hand-cut wooden and copper types made in the Flower Kingdom. These gifts to the Library are said to be very rare and the only copies in America. Under the head of "Printing of the XV Century" we find an assortment of very famous books. A book printed in 1476 by Peter Shoeffer, the first pupil of Gutenberg, and the first to cast movable types; also a book printed by that great printer Jenson in Venice in 1479 (thirteen years before Columbus landed on these shores). Another object of entrancing interest is Coburger's Latin Bible, with wide (2 inch) margins and beautifully illuminated initials, in blue, red, green and other colors.

A small book, printed in 1561, hidden away among its larger neighbors, is famous as it contains the earliest known reference to the alleged first invention of printing at Haarlem. The name of Coster, however, is not mentioned. Placed near the famous book is another, though much larger in size, with an equally interesting history. The volume is the "Cologne Chronicle," one of the earliest books that refers to the invention of printing by Gutenberg. It was printed

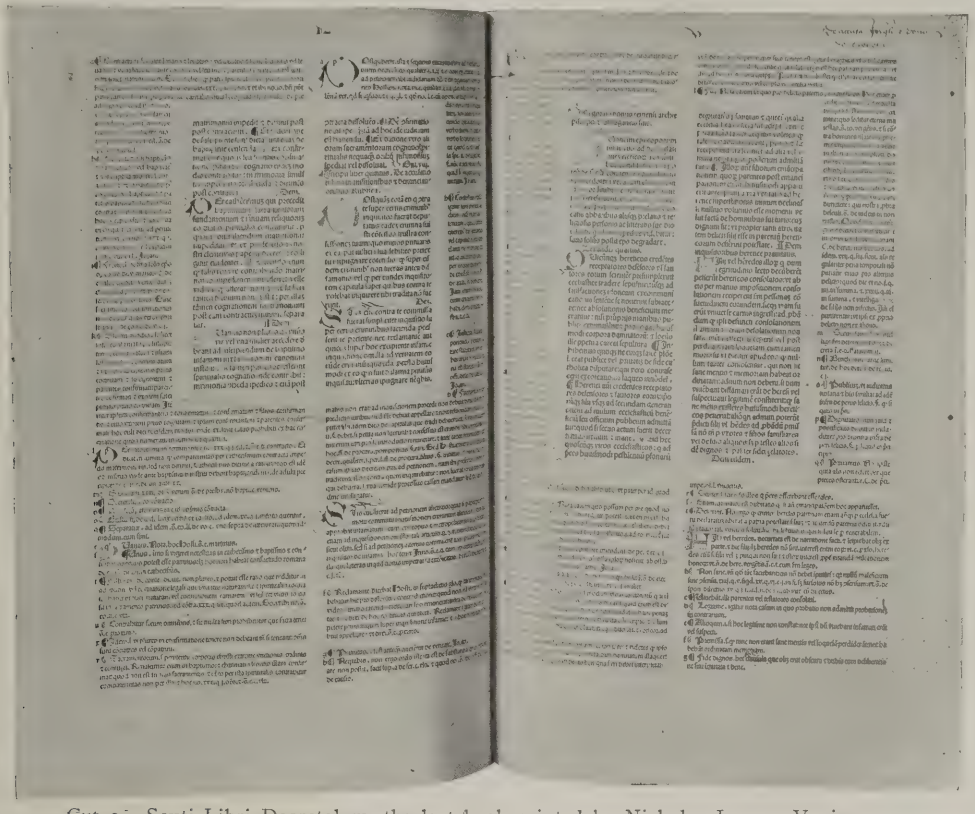


Cut 1.—The last page and colophon of a book printed in 1476 by Peter Schoeffer, first pupil of Gutenberg, and the inventor of the typefounding art.

in Cologne in 1499. A portion of the reference to printing, on page 312, is as follows: "In the year of our Lord known as MCCCL, which was a golden year, the people began to print and the first book printed was the Bible in Latin, and it was printed in larger type than that they print missals with. Although this art had been invented in Mentz, the style now commonly used, the prototype of it, however, was found out in Holland, for the Donates, which were printed long before. . . . . Moreover, the first inventor of printing has been a citizen of Mentz, and he was born at Straissburch, and was named Sir Johan Gudenburch."

If the visitor is interested in the controversy, he will here find another book, printed in Latin, which will perhaps satisfy him that our friend, Sir Johan Gudenburch also had his "honored contemporary across the street." The book is a "History of Ba-

tavia," by Hadrian Junius, 1588. On page 255 will be found reference to Laurens Janszoon (Laurentius Ioannes, Lawrence Johnson, otherwise Coster) as being the inventor of printing at Haarlem. This identical sentence is responsible for starting the great controversy and notwithstanding the importance of the



Cut 2.—Sexti Libri Decretalum, the last book printed by Nicholas Jenson, Venice, 1479.

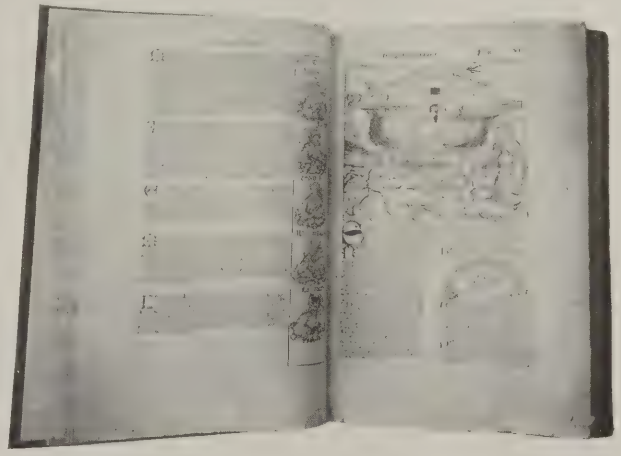
invention, it is not certain to whom the credit belongs, but it is not impossible that both made the invention about the same time. Another small book with frontispiece in red and black is near at hand, printed in 1507 at Paris. It shows Badius' first printers' mark, first used in July, 1507. With the exception of a representation of a press in the original "Dance of Death," this is *the earliest known picture of a printing office*. The compositor is setting left-handed.

One of the most famous books of antiquity is the Nuremburg Chronicle, printed by Coburger in 1493, containing more than 2,000 large wood cuts, a picture of which we show herewith. It is a history of the world from the beginning to date of printing.

Under the head of "Printing of XVI Century" is found a famous book by a famous printer, Geofroy Tory, a printer, engraver and type founder of Paris, who wrote and illustrated his famous "Champ Fleury," and had it printed in 1529. This is the first edition. It deals in detail with the proportions of letters and contains numerous examples of all kinds of letters. Tory was the inventor of the apostrophe and cedilla.

A small book, "History of Manual Arts," London, 1661, Henry Herringham, printer, is shown opened at Chapter 5. The first page of Chapter 5, referring to printing, reads: "This is a divine benefit afforded to mankind, saith Polydor Virgil, an art that is second or inferior to none, saith Cardan, either for wit or usefulness; it puts down handwriting for neatness and expedition; for by this more work is dispatched in one day, than many librarians or book writers could do in a year."

As one of the exhibitions of work done in the Seventeenth Century, "Moxon's Mechanick Exercises," is interesting. It was printed in 1639, and 394 pages are devoted to printing and type founding, which are minutely described and illustrated. The section relating to typography is introduced with an account of the Coster-Gutenberg controversy but the author makes no attempt to solve the riddle.



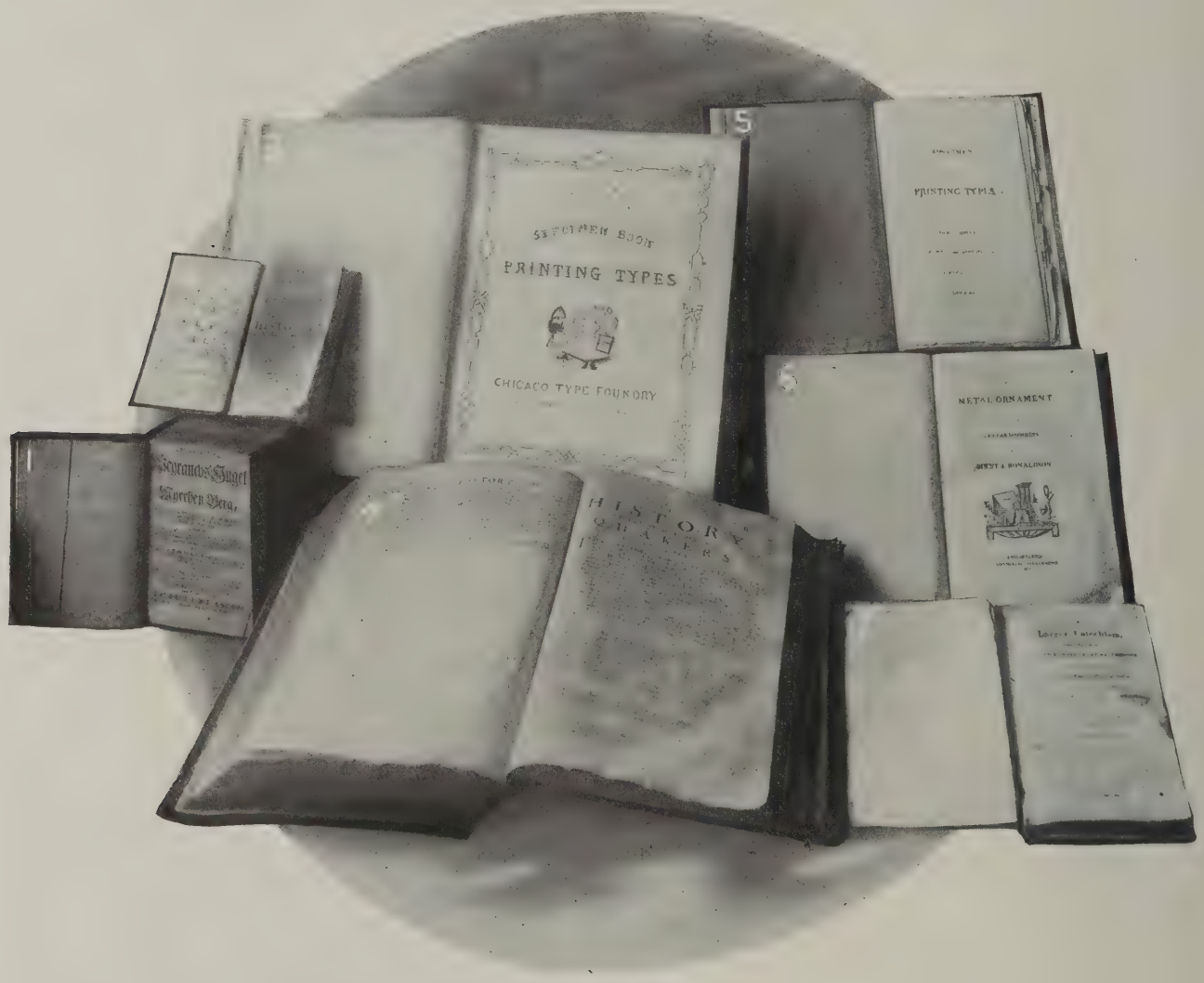
Cut 3.—The Nuremburg Chronicle, printed in 1493, by Coburger, an immense volume, with more than 2,000 wood-cut engravings.

Books printed in the 18th Century are numerous, and many facts associated with their production are of great interest. Here is a book—the first book printed by Benjamin Franklin as a Master Printer in Philadelphia, in 1738, all the type having been set by Franklin himself. Other books are on display

with the imprints of James Franklin, Boston, 1718, Wm. Bradford, 1692, etc.

A large Bible is displayed, printed in German with the first font of type cast in America. The type was made by Christopher Sauer, Germantown, Pa., prior to 1770, probably in 1769. One of the valuable possessions of the Library is a small octavo collection of a few issues of the Giestliches Magazien (Spiritual Magazine). No issue has a date, but there is a title page dated 1770, and a preface stating that No. 1 was issued in 1764. The printer was Christopher Sauer. Various authorities have placed the event of casting the first type in America from 1745 to 1773. The importance of this acquisition is demonstrated unmistakably, for No. 12 of this collection of stray issues of the Giestliches Magazien is the only one which has any information not purely spiritual, and on its last page in pica German types is printed: "Gedruckt mit der ersten Schrifft die jemals in America gegossen worden," which interpreted literally is, "Printed with the first types that ever in America cast was!" The print of No. 12 is sharp and clean, and of a different face to the No. 11 issue. It may therefore be said that the date of the first manufacture of types in America was between 1764 and 1770. It is not known yet how often this undated magazine was issued. When this is discovered, the exact date of starting the important type industry in the Western Hemisphere will be known.

From a book collector's point of view, one great merit of this little collection of the Giestliches Magazien is that these are the only issues of this magazine known to have escaped destruction. The magazine is not mentioned by the three great bibliographers who have undertaken to catalogue all early American printing to be found in libraries and known private collections. It turned up at a vendu at a Pennsylvania farmhouse. A man who did not collect books, but who knew a friend who did, ventured to buy it for him. In course of time this book-collecting friend visited the new owner of this little collection. "I bought a book for you; perhaps it is no good, but I took a chance; what do you think of it?" "Well," said the wily collector, "If you paid more than twenty-five cents you got stung." "Great Cæsar! I paid a dollar for it; but it's yours for a



1. First book printed in German types in America, Germantown, Pa., 1739.
2. First book printed from stereotype plates, Edinburgh, Scotland, 1739.
3. The first Chicago specimen book, 1856.
4. First book printed by Benjamin Franklin as a master printer, 1728. Type set by Franklin himself, as related in his autobiography.
5. First specimen book of the Boston Type Foundry, first type foundry in Boston, 1820.
6. First specimen book of Binny & Ronaldson, Philadelphia, 1809; earliest known American type specimen book.
7. First book printed from stereotype plates, by James Watt, Philadelphia, 1813.

quarter." A dollar passed between them. Now, as to its value, two hundred dollars couldn't buy it.

Another rare book is a copy of the first Bible in the Irish (Gaelic) language, printed in London, 1685. An exhibit that will attract the visitor's attention is that of six pieces of type, said to be the oldest types in America. They were plowed up in Ephrata, Pa., near the site of a printing office established there in 1745 and ceasing to exist in 1799. The Ephrata community made printing paper, printing ink, leather and cloth and pins, and were famous printers.

The most casual visitor will be attracted by the numerous pictures and curiosities of typography arranged in swinging frames under glass. This print room is shown in one of the accompanying illustrations, in which will be seen high on the wall the beginnings of the typographical hall of fame, the portraits, life size and uniform in style and frames. Some fifty

American newspapers is interesting. Here is a copy of James Franklin's *New England Courant,* 1723, printed by Benjamin Franklin, while his elder brother was behind the bars for too freely criticising the powers that were. Franklin's *Pennsylvania Gazette* has a prominent place, and Peter Zenger's *New York Weekly Journal,* 1734, and later; the first American newspaper printed in German, Franklin's *Philadelphische Zeitung,* 1732; the first paper printed in Ohio, the first issues of New York *Herald* and *Sun,* Philadelphia *Ledger* and scores of similar valuable items of the same character.

We see here autographic letters of great printers: William Bradford, Franklin, Garnes, Revington, Hall, Green, Thomas, and nearly always portraits accompanying these manuscripts.

On turning to the ample book cabinets we wonder that so many books have been written and printed

North Side of the Typographic Museum, near the entrance, showing the type-founders' "Hall of Fame," swinging frames and cases containing the more valuable books.

celebrities will be thus honored, the pictures forming a frieze around the room, giving it an imposing appearance. As indicating the broad character of this institution, we noticed the portrait of Mergenthaler, the late Charles Murray (of Barnhart Bros. & Spindler), Richard March Hoe, Darius Wells (inventor of the routing machine and machine-made wood type), and others.

A great curiosity is a stereo matrix, one of the set used in making plates for the first edition of an American newspaper printed from curved plates, the weekly (N. Y.) *Tribune,* August 31, 1861. It was preserved by Tom Rocher, Horace Greeley's superintendent of printing, and given to the Typographic Library by one of his descendants.

In the frames are specimens of the earliest American job printing that have survived, dating back to 1704, 1714, 1720 and later. The collection of early

about printing and printers. There was never before so many such books collected in one place. Every book in English, German or Spanish that has illuminated the history of printing at any period finds a home here; biographies of printers and books written by printer-authors, histories of printing offices, type foundries and manufactories of printing machinery; the poetry of printing; printers' text-books in all languages; representative examples of the work of famous printers and presses; books on journalism, engraving, liberty of the press (some of these, very ancient, bearing edicts restricting the liberty of the press), on stereotyping, electrotyping, process engraving, typefounding, apprenticeships, labor question, cost question; orations on printing, reports of celebrations, and every imaginable phase of typographic energy.

The collection of printing trade journals in all languages is the most complete ever gotten together, com-

mencing with the first of this class of literature, issued in Brunswich, Germany, in 1834. The collection of type specimen books of all countries is also the most complete there is.

It will take a large volume to even catalogue the Typographical Library and Museum, and we can do no more than give a very general idea of its contents.

Every printer, we suppose, knows that Caslon Old Style types, so much used today, were designed and made prior to 1734 by William Caslon of London. The matrices were brought to this country in 1861, and are still in use by the American Type Founders Company. In this library we find the only copy known to exist of the supposed first specimen sheet of William Caslon, showing the Caslon Old Style precisely as it is cast today. This was found by the librarian folded in a book on printing dated 1742. Caslon was a great figure in typefounding, and much has been written about him, but all historians mention another specimen broadside as his first. The house of

A SPECIMEN

By W. CASLON, Letter-Founder, in Ironmonger-Row, Old-Street, LONDON.

Earliest known specimen sheet of printing types issued by William Caslon, England's Typefounder, in 1734.

Caslon still exists in vigor in London, and it has a typographic museum containing memoriabilia of the typefoundry. The present head of Caslon's, writing to the librarian, says:

"We duly received your letter of 28th ult., that you have secured your broadside specimen of 'W. Caslon, Letter Founder, in Ironmonger Row, Old Street, London.' This specimen sheet certainly antedates the Broadside with the Chiswell St. address on it, and we very much regret to say that we have not a single copy of the specimen sheet you have acquired, and we should like very much to obtain a copy." This is a good evidence that the one copy in the American Typographical Library is the only one left.

One case in this museum is devoted to showing rare foreign specimen books. The oldest specimen is that issued by Ratdolt in Augsburg, in 1486; others are of the Oxford University type foundry (still continuing), 1693; James Watson, Edinburgh, 1714; William Caslon, London, 1734, and the first specimen book used in America, 1794.

It must be remembered that the work of collecting material for the Library and Museum has only occupied about three years. The phenomenal results obtained are a credit to the vigor of the librarian and to the liberality of the American Type Founders Company. The institution should have the hearty support of every American printer and publisher.

In the preface to the "History of Printing in America," written in 1810, and yet the latest history on this subject, the author refers to the difficulties attending the gathering of material for his work and relates his experiences. From older printers then living, he received information respecting the transactions and events which occurred in their own time, and also concerning those of which they received the details from their predecessors. "By these means," he adds, "I have been enabled to record many circumstances and events, which must soon have been buried in oblivion." . . . . These facts were also to be sought for, and the inquiry after them has so long been neglected, that the greater part of them would soon have passed beyond the reach of our researches."

Does this not indicate that there is a need for compiling facts of present, current history relating to the printing trade, into a permanent form? Everyone in the printing industry whose range of mental vision is not confined between his cradle and his coffin should get into touch with this library and back up the efforts of its librarian to make it a monument to the typographic art.

ITEMS OF INTEREST.

The Mason City, Iowa, Globe *Gazette*, is planning to erect a new building shortly.

The Chicago *Commercial Times* a new daily morning financial and commercial paper made its appearance June 15.

Charles H. Everett, of Racine, Wisconsin, editor of the Wisconsin *Agriculturist*, is a candidate for state senator from his district.

The Wisconsin Press Association will meet in Milwaukee on July 7 and 8, and the members will be entertained by the Milwaukee Press Club on the night of July 7.

S. A. Brewster from the Joliet *News* has taken a position as editorial writer on the Chicago *Examiner* and is an associate editor of the new commercial section of the paper.

The *Blazer* is the new name chosen by a weekly newspaper for Gary, Ill. and vicinity. Thomes Wallace Swann, formerly of the New York *Sun* and the Philadelphia *Record*, is to be the editor.

Beginning with the first issue in July the Harvard, Ill., *Herald* will be enlarged to a seven column quarto, the present size being a six column quarto. With the plans under consideration and partially perfected it is safe to say that the paper will be improved in many ways.

Composing-Room

COMPOSING-ROOM economics have occupied the attention of printers to a greater degree during the past few years than ever before. Many of the larger printers of the country have seen the advisability of re-equipping their composing-room on an improved modern basis, the advantage being that a greater percentage of efficiency is assured, more work being done with the same number of men as well as better work. In addition to this, the space occupied by the composing-room is reduced considerably and it is possible under this plan to give to each workman better working conditions both as to light and ventilation.

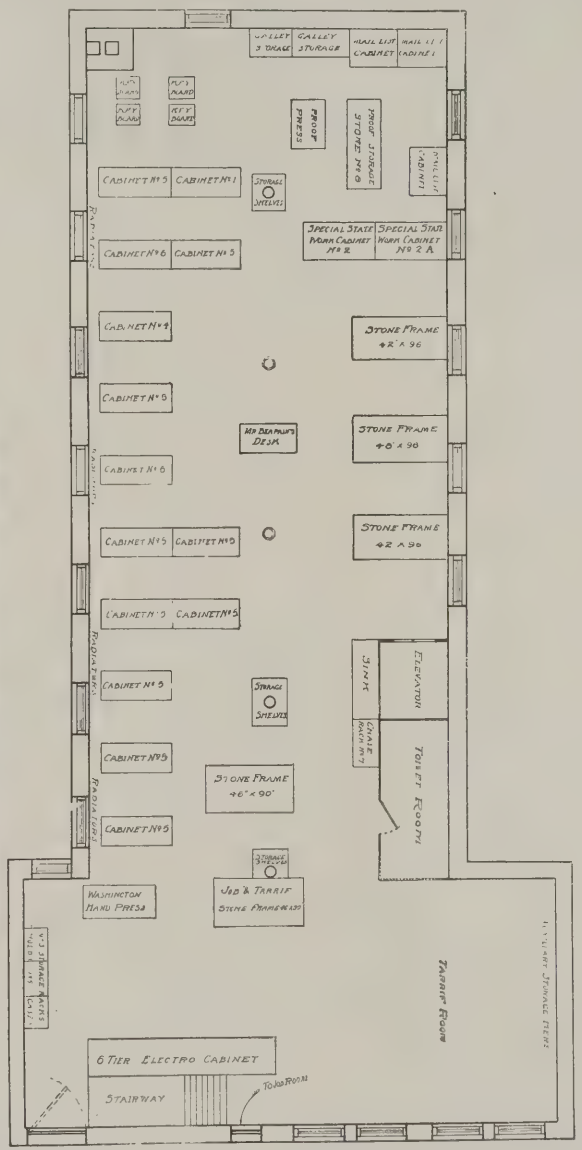
A very interesting example of modern equipments is that of the new composing-room recently installed by A. F. Wanner & Co., for the Springfield Publishing Company, Springfield, Ohio. The conditions surrounding this plant were very unusual. Composition running extra heavy, required with the old methods an inrodinate amount of space and unless some change had been made, it would have been necessary to put up a new building to accommodate the composing-room. A careful study of the conditions of the plant showed that more space was decidedly unnecessary, and if taken, would increase the

cost of composition in the plant. In order, however, to utilize the old room it was necessary to arrange carefully the new equipment (which, by the way, was all of a special design devised expressly for the Springfield Publishing Co. by A. F. Wanner & Co.'s expert). A diagram of the floor plan as arranged is shown herewith; also a photographic view of a section of the composing-room.

The type cabinets, or compositors' stands, were made with flat desk-like tops for use in connection with California job cases in which all of the type was stored. Each of the cabinets were of different construction, it being the plan to make each stand a complete working unit for the handling of the particular class of work being done by the man using same. Each stand was fitted with letter-boards in sufficient quantity to accommodate the matter to be stored in same and over each tier of cases and letter-boards, an electric light fixture was placed which throws a strong light on the cases when pulled out, this being an especially desirable feature when night work is being done. In addition to these lights, wires for the top lights are run through the cabinets, thus doing away with all unsightly wires hanging from the ceiling.

Some of the type cabinets were made with arrangement for the special lengths of leads, slugs, and rules required. In addition to these cabinets, there were special cabinets for the storing of page matter. Also, special stone frames with every inch of space utilized, were designed, the space underneath the stones being used for labor-saving furniture, reglet, foundry bearers, chases, etc.

In the plant of the Springfield Publishing Co., the bulk of the composition is done on machines, of which they have six each, linotype and monotype. This machine



composition is very heavy and it is, of course, desirable to have it moved just as little as possible. With this idea in view, compositors handling the greatest amount of machine matter were placed nearest the machine room. Thus the work took a straight course from there to the make-up men and proofing press, then on to the lock-up and press room. The work following this natural course, it is possible to handle it with more expedition and greatly reduce the confusion which prevailed before, when the work was shunted back and forth through the room.

The result of ths modern arrangement and special equipment is that the Springfield Publishing Co. are enabled to produce their work at a lower cost. An effect to be desired not only from the standpoint of saving, but also from that of pleasing conditions as will be readily seen by referring to the illustration shown herewith.

Editors' Week at the University of Missouri

(Concluded from June Issue)

The program of the week was arranged on the give and take idea. Almost every man who attended was expected to tell the others something new about journalism. A certain time each afternoon was set apart for round table discussions on advertising, the editorial page, circulation, office equipment and similar shop talk.

The personal equation was one of the best things of the week. The best way to understand a newspaper man is through his personality in spite of the impersonal tendency of modern journalism.

The receptions at Dana House were especially beneficial for this reason. There all who attended were enabled to get in touch with the personal side of the editors.

Tuesday afternoon George H. Scruton of the *Democrat-Sentinel,* Sedalia, Mo., spoke on "The Near City Daily," and C. Cline, city editor of the Kansas City *Journal* on "The News as the City Editor Sees It."

In his address Mr. Cline said: "Make your news interesting. Put life into it. A reporter must remember that a world with a grouch is to read over its morning coffee. A short story is sometimes more interesting than a long one. A reporter has no right to bore the readers of a newspaper with a long drawn out statement of dry facts, any more than any man has who buttonholes a friend on the street and tells him of the cute actions of his little boy.

"The only way to make a story interesting is to be interesting, since news is an impression of happenings from the reporters viewpoint. If you are animated and enthusiastic your stories will necessarily be so."

A newspaper should not change its style, Mr. Cline believes, since its patrons become accustomed to its style.

After this talk, an informal round table discussion was participated in by C. J. Vaughan, editor of the *Democrat,* Linn; Mrs. Lily Herald Frost, of the *Leader,* Vandalia; J. T. Kenower, *Bulletin,* Breckenridge.

At the night session Wednesday, Victor Rosewater of the Omaha *Bee,* spoke on "The Editorial Page," giving a scholarly and effective address.

The afternoon sessions were given over to a series of talks on "The News as the City Editor Sees It." This part of the program was managed by the city editors of the St. Louis and Kansas City dailies, and credit must be given to them for the comprehensive way they talked on such a broad subject. These lectures were well attended, those coming being amply repaid for their trouble, for with personal incidents in the lives of these men, and with their own observations the talks were among the most helpful of the entire week.

After an hour's talk by these men the afternoon was given over to a series of short talks in the nature of discussions, The Near City Daily, Circulation, and News for the Country Paper comprising some of the topics. Though these discussions on newspaper work were given by men on the smaller papers it must not be supposed that these men lacked in point and precept, for they were as enthused as those of the metropolitan dailies, and talked with an earnestness that showed they recognized their peculiar position, however small it might be.

One of the heads under which the talks came was that of discussions on the Editorial Page. Many and varied were the points of attack, but a general consensus of opinion prevailed in regard to the significance of this page. The articles on this phase were from the pens of the smaller country editors, yet no inference must be made that these lacked vim and pointedness; on the contrary many of them dealt seriously with their task knowing the sway a country editor can wield, and in consequence, the papers were exhaustive and gave forth the principles by which these men ran their journals. The fact that in most cases their audience was a few hundreds instead of the teeming population of the great cities made no difference, for they wrote with equal zeal for the few readers or the vast multitudes.

Under two natural heads came those who read papers; first the editors who presented their theme, in a languid way, and made a feeble support for the editorial page in the country paper, secondly, those men with live souls who, realizing the duty of such a page in the smaller journal and under the commercialism, put forth their views, couched in subtle but potential paragraphs, with the fervent hope that those reached might be impressed.

The reason given by those who were not decided in their stand for the editorial page was that the work of the metropolitan papers, with respect to the editorials, completely over-

Mrs. C. A. Bonfils (Winifred Black) and some women students in the School of Journalism of the University of Missouri. Photograph during Editors' Week at the University of Missouri.

Upper Row.—Left to right: Miss Cannie R. Quinn, Columbia, Mo.; Miss Etna MsCormick, Richmond, Mo.; Miss Mary Gentry Paxton, Independence, Mo.; Miss Florence Laturnofi Belleville, Ill.

Lower Row.—Left to right: Miss Heloise B. Kennedy, Denver, Colo.; Miss Ruby H. Sutton, Sedalia, Mo.; Miss Bessie Freedman, St. Louis, Mo.; Mrs. C. A. Bonfils (Winifred Black), Kansas City *Post;* Miss Blance Whitaker, Belleville, Illinois.

shadowed the feeble effort of thet country editor in his expressions of ideas. Hence what need for him to offer poor comment to his readers when the best was at hand?

P. W. Hampton, editor of the Kingston (Mo.) *Mercury,* said that the discussion could better be carried on under the head of "Why the Editorial Page?" "So far as the average country paper is concerned financially" said Mr. Hampton, "the editorial had better contain crisp news paragraphs from Rabbit Run and Smith's Corner, embellished first with names, second with more names, and third with full names. Also those time-honored jokes———— will undoubtedly be read, and in the main appreciated and invariably digested."

The same speaker went on to say that the laborious editorials of the country editor appearing once a week by the side of the keen pen-work of the city editor must of necessity be "a message frought with burning issues and couched in sizzling language to attract attention." "In such event the editor must be an adept and not a novice at editorial writing."

In editorial work more so than in other, individuality must be the keynote, and even in a country paper, surrounded by those of the city, the indidvidual views of the editor will be read and watched for if they are worthy, till at last the

subscribers will say, "I wonder what our editor has to say today?" This feeling will grow until it is part of the paper "But briefly," Mr. Hampton continued, "as respects the country press generally, little is heard from its editorial page so far as local readers are concerned, which fact is apt to lead many to the conclusion that after all, news and not opinion is the demand of the average reader, and he who will devote his attention to gathering the former and smothering the latter is more likely to pile up the shekels than he who is overburdened with instruction for the dear people. While the press is the people's university, the students as a rule are not clamoring for the substantial so much as the evanecent."

The aforesaid paragraph, while containing truth is ont wholly true. The editorial page of the country should not try to instruct alone, it should be a page of conversation

Editors Attending Editors' Week at the University of Missouri.

between the editor and his subscribers on the live issues of the day. If the editor, however, assumes a dictatorial tone, especially in the country paper, the "pile of shekels" may not be such an easy matter. But as many of the other speakers said that in giving a good editorial page, one was sure of being paid well for it.

Another talk on nearly the same lines was that of Mr. Chris Pearson, Jr., editor of the Middleton (Mo.) *Chips*. "With the thousands of rural free delivery mail routes," said Mr. Pearson, "leaving the cheap city dailies at about eight out of every ten farmer's boxes, there is growing year by year a less excuse for the so-called "editorial' page in the country weekly. If I might perpetrate an Irish bull, I would say that the 'editorial' page should contain all the local news and advertising that could possibly be crowded into it. This would prove not only more profitable financially to the paper, but also of much more interest to by far the greater number of its readers."

The same opinion is here raised, as to the overshadoing opinion of the city editorial. Mr. Pearson also fears for the financial side of the paper if the editorial page is conspicuous. He says, "the editorial page should contain all the local news and advertising that could be possibly crowded into it." In other words have no editorial page at all. In this same paper the remark was made that too many of the editorials are bold reprints, a result being stale articles that have been read before. Furthermore, "the average reader draws most of his political inspiration—or bias—from his party daily," hence the futility of political articles in the country daily.

If we must tolerate this page in the journal the matter it prints should be honest and fair, with the paper's party and that of the opposition. The "canned" editorials furnished by the party bureau should be credited to exchange, and thus avoid the suspicion of plagiarizing editorial matter. Give credit to whom credit is due, in other words, and this policy about the page by adding "In conclusion, fill in your editorial page with more interesting and paying matter first; and then if you are shy of copy, fire in hot shot editorials. They will help to 'fill up,' in case you have no card of thanks or free puffs of Jones' fine hogs for that purpose."

This is one version of this important page where editorials seem to be "filling" instead of the main feature around which the filling is put.

The other editors and their views will now be taken up, and these are the men who recognize the value of the editorial page in their journal. These men have their own opinion and they are determined to give it to their readers, feeling confident that if care is put into the compilation of the matter for this page it will be its own reward; but left to take care of itself will drag the tone of the paper down.

Prominent among those who emphasized the editorial page in country journals was W. O. L. Jewett, editor of the Shelbina (Mo.) *Democrat*. This veteran of journalism spoke in a clear, forceful tone, impressing all those who heard him. "I have some pronounced views about editorial responsibility and duty, and I may as well voice these in the beginning, as my talk, owing to the limited time, must be somewhat disjointed. The man who controls the press cannot dodge responsibility. He is directing a highly charged battery which is dangerous if not correctly handled, and especialy so with the unskilled. The pubishing of a newspaper is far above any ordinary business or venture, and I beieve it should be directed from the editorial chair, rather than by the business office. The press of today is too much under the sway of commercialism. We eat to live, but we should not live to eat. We make money to pay expenses, but we ought not to publish a paper solely because there is money in the business." Such was Mr. Jewett's opening paragraph, and the tone was maintained throughout.

One of the other speakers of the Convention referred

Graduating Class, Missouri University School of Journalism.

to Mr. Jewett's editorials as follows: "Colonel Jewett uses his editorials like a Czar sends out his ukase. He pronounces, and the last word has been said. And he is nearly always right."

To Mr. Jewett the editorial is as essential as the paper that bears the news. This part of the paper should be used to further the purpose of the editor, for the talker, the editor without a purpose, is an object of disdain. "First and foremost he needs a sound heart and sound common sense. I put his heart first, for if that is wrong all other qualifications are worse than useless." The words of that giant philosopher, Immanuel Kant, have been taken to heart by Mr. Jewett, and he recognizes that "there is nothing good in the world but a goood will."

Politics in the newspaper was placed above all by this speaker, in fact, according to this editor's idea man is ultimately ruled by politics. The paper went on to say that as many are indifferent to these questions, and willing to turn to more vital matters. "And let me say right here, that in my opinion politics more vitally concerns and affects the people than anything else. Our well-being materially, religiously rests upon politics. The institutions under which we live have much to do with us, and the character of these is shaped by political parties." After deploring the lack of interest in politics, Mr. Jewett went on to say that the young men of the United States are growing up knowing little about these matters and caring less.

T. V. Bodine of the Paris (Mo.) *Mercury,* was another firm advocate of the editorial page for the country journal, and from the facts he enumerated there was ample foundation for his belief. "The Anglo-Saxon is a literary and political animal, and the editor who hasn't found that out hasn't had his eyes open," Mr. Bodine accordingly gives them literature, politics and comment, finding it the best policy. The commercial value of a good, snappy, honest, courageous editorial page remains unquestioned so far as I am personally concerned. In dollars and cents, which must be the ultimate standard, whatever pretensions we make otherwise, it pays and pays big." Here is the theme of this speech and it has been proved by Mr. Bodine in his newpaper work. Those who spoke in the early part of the afternoon and complained of the editorial page, were evidentally lacking in the knowledge that the public will pay for a good one as well as they pay for good news. In support of this statement the speaker went on to say: "The man out on the farm likes good writing and is willing to pay for it. His isolation prevents the daily intellectual stimulus that comes with social contact, and being denied access to books for kindred reasons, his paper becomes to him what the periodical is to the man of the town or city." Mr. Bodine appealed to the intellects of his readers and being desirous of maintaining that status, puts into his paper fit reading for these.

School of Journalism Building, Missouri State University, Columbia, Mo.

"If you will come over to Paris or Monroe County I will show you 2,500 men who read the Scrap Bag of the Paris *Mercury* religiously every week, who read it first, who praise it and cuss it by turns, who agree with it one week and differ with the next, but who relish it in either case because it makes them think and brings to them something above the mediocrities of the commonplaces of life." This, then, is the case of one who has put into his editorial page brain and pen work and has found that it pays. The speaker continued, "Nine out of every ten men who come into the *Mercury* office, either to renew their subscription or to subscribe outright, mention the Scrap Bag, and I know it has paid and paid big."

Thomas Speed Mosby of the Jefferson City (Mo.) *Dairyman,* has evidently a different field, and he advocates that the editorials be written in more rhetorical structure. To interpret the news is what this speaker thinks the most cardinal point of the editorial page. "Here the panorama of the world's events should pass in continuous and instructive review; here men and measures should be tested in the crucible of sound judgment; and here the important facts of current interest should be analyzed and portrayed with spectroscopic beauty and precision. A penetrating mind is moreover a necessity to the editor, according to Mr. Mosby, for the general run of events is not understood by the public at large, then comes the duty of explaining the why and wherefore. Not only to the mind but to the soul should the editor aim his pen. Human topics should be discussed didactically for the purpose of lifting mankind higher in his thoughts and actions. The editor should never lose an opportunity to "point a moral or adorn a tale," and over his desk should hang the motto: "Nothing Human is Foreign to Me."

In the midst of these multifarious tasks the editor should not forget to make his readers smile. Humor is one of the essentials of editorial writing that is effective. Finally Mr. Mosby gave as a maxim, "Give your readers what they want."

William Southern, Jr., of the Independence (Mo.) *Examiner,* was next on the program. "Some have gone so far as to say that the Government of the United States is a government of the newspapers. And to a large extent this is true." This statement coming from the editor of a smaller journal is proof that he realizes the importance of the position held by the editor; thus the responsibility of the page of comment and criticism looms large before the country editor.

"I would have a cartoon on every editorial page. No man can express in words an editorial so quickly and so strongly as the cartoonist." This speaker saw the only one that mentioned the cartoon on the editorial page.

The policy of Mr. Southern is to go after your man in the editorial with a big club, and hit hard; not go sneaking around, leaving picks where there ought to be club blows. This policy, if adhered to, will command respect.

In his discussion of the editorial page, Lee Shippey argued that the editorial page should be the most important page in the newspaper. "It is to the editorial page," said Mr. Shippey, "that the public must look for daily thought. Of course if it finds no food there or food of such poor quality that it would rather do without, it will learn soon to depend on the news column alone for mental sustenance. If the newspaper is to fulfill its mission and stand for things and do things, it best can do so through its editorial page. The perfect editorial page should contain a lot of good reading matter besides the editorials."

Friday afternoon the following took part in the round table discussion of "Circulation": H. J. Blanton, *Appeal,* Paris; M. V. Thralls, *Herald,* Ulrich; Frank H. Sosey, *Spectator,* Palymyra; O. B. Davis, *Advance,* Ava; J. W. S. Dillon, *Star,* Grant City.

Saturday morning at 9 o'clock the last session was held. More than an hour was devoted to an informal discussion of "Office Equipment." At this meeting spoke John W. Jacks, *Standard,* Montgomery City; R. R. Gilbert, *Independent,* Lin-

coln; Otto C. Botz, *Journal*, Sedalia; W. B. Rogers, *Republican-Tribune*, Trenton; L. W. Moore, *Border-Telephone*, Hume.

In his discussion of office equipment Mr. Jacks gave a list of things that he considered essential to the production of a worthy and attractive newspaper. He said he thought for the average office a Junior Linotype machine was the most suitable. He recommended the electric motor as the most convenient and satisfactory motive power.

Altogether, every day of Editors' Week was an enjoyable one and not an unprofitable hour was passed. It is seldom,

Herbert Kauffmann, Editorial Writer, Chicago Tribune, one of the speakers at the "Editors' Week," Columbia, Mo.

Will Irwin, Special Writer for Collier's Weekly, a speaker during "Editors' Week," at Columbia, Mo.

and in fact, it may be truthfully said, that never before has such a company of brilliant men representing so widely the press not only of Missouri, but of other States as well, assembled at such a convention. Men were there who had passed through all stages and experiences and phases of newspaper and magazine work—men from the city and men from the country papers—and they knew what they were talking about. The advice given by each was the accumulation of years of experience and was therefore valuable as well as entertaining.

Anthony Czarnecki a well known Chicage newspaperman now a banker was married June 15 to Miss Sabina Hahn in the Holy Trinity church, in the presence of a large company of guests. Archbishop Quigley was the celebrant.

The Hannibal *Courier-Post* has changed over its mail circulation to a strictly cash in advance basis, it being the first newspaper in the state of Missouri to take the step. Rather contrary to expectations the subscribers are delighted with the new proposition and almost invariably state that it is simply good business. The circulation of the Hannibal *Courier-Post* is strictly paid in advance, no orders are taken unless cash is paid when the order is taken and the paper is stopped on the day of expiration unless another payment is received. This is setting a new pace in Missouri Journalism. Considerable interest is centered throughont the entire state of Missouri in this undertaking.

"The Editorial Page"

Paper read by Lee Shippey, "Jeffersonian," Higginsville, Missouri, during Editors Week at the School of Journalism of the University of Missouri.

IN beginning I feel that I should warn you that I write verse, am something of a sentimentalist and something of a preacher, if there is still no objection, I will proceed with my text:

If you look on the world with kindly eyes
You will find nothing in it to despise;
In all that hitherto seemed low and mean
You will find virtues heretofore unseen,
While all the beauties of the world will grow
More beautiful than those you used to know.
The faults of others you can then condone
Because they are so like unto your own,
For others' actions you excuse can find
As if they were your own you had in mind.
No harsh misjudgment will you then express,
Thus advertising your own littleness,
No hasty criticism will you make,
Which, though half-founded, may cause hearts to ache.
But, loving all your world and well beloved
By all your world—feeling that life has proved
Well worth the living—that will be your prize
If you look on the world with kindly eyes.

I believe newspaper men, above all other men, should look on the world with kindly eyes because they are above all other men the leaders and molders of thought and opinion. And it would be a bad thing, indeed, if our leaders and molders of thought were themselves men of narrow mind and intolerant opinion.

I believe men are as much called to newspaper work as to the ministry. They certainly are not impelled to take it up by greed. If it were merely wealth they were after, they would all try to become pork packers or oil emperors or railroad kings or bricklayers or combination ice-and-coal men or farmers. It is almost a rare thing, indeed, for a newspaper man—I speak particularly as a country editor—to get rich. He may make a good living, he may even become moderately wealthy, but he never gets rich. The army of shoestring peddles he has to meet alone would keep him from doing that—the big, hearty looking fellows who are so crippled up by inflammatory rheumatism that they have only enough strength left to take your money and spend it. And if they didn't keep down his surplus the gasoline engine would. No, editors never get rich. Yet all about us we see men who are among the most intelligent, the most able and the most enterprising we know, toiling with all their brain and heart at newspaper work which is rewarding them with only a living. They know as well as we know that they might do better, from a worldly standpoint, in some other field of endeavor. But they do not feel called to any other field, they do not want to enter any other field. The love of newspaper work is in their blood and not all the marvelous blood tonics they advertise at less than regular rates could get it out of their blood. They want to be leaders and molders of thought and opinion and most of them are sincere patriots who want to do good in the world.

For that reason the editorial page should be the most important page in the newspaper. It is to the editorial page that the public must look for its daily food for thought. Of course, if it finds no food there, or food of such poor quality that it would rather do without, it will soon learn to depend on the news columns alone for men-

tal sustenance. But the editorial page is the mental meat of the paper, and a strictly newsitarian diet will not suffice if we want to build up mental and moral muscle.

If the newspaper is to filfill its mission and stand for things and work for things and do things, it can do so best through its editorial page. The tone of the whole paper counts, of course. For instance, if the news columns are unreliable the effect of the editorial is diminished. But the news columns should never be allowed to become unreliable. We cannot fool the people all the time and it is a mighty hard matter to fool all of them any of the time in these wide-awake days, so it is a whole lot wiser not to try to fool them at all. The editorial page should show plainly and fairly what the paper stands for and is working for—and it would be a foolish editor indeed who did not make his paper stand for the best in everything, according to his lights.

Our lights differ greatly, of course. That is why we must try to look on the other fellow's lights with kindly eyes. It may be that in a great many cases that will make us, like old Sir Roger de Coverly, decide that there is a great deal to be said on both sides. But in such cases we must be all the more careful to be fair, if we want our arguments to be effective. I do not believe in bitter partisan editorial. I would like to see the editor who likes to be known as a master of invective disappear "from our midst." I do not believe invective ever did any great good in the world and I am sure it has done a great deal of harm in the world. We all know that on those rare occasions in our lives when we happened to be wrong in an argument, we were convinced of our error either by an opponent who considered our views fairly and carefully, and courteously showed us wherein we were wrong or by our own reconsideration of the facts. And we all know that whenever we get into an argument in which our opponent uses insult and invective for argument, we are right whether we are or not. So if we want our editorials to be read in a spirit of fairness we must write them in that spirit. I believe in strong editorals, but facts make the only incontrovertible arguments. I believe in pointed paragraphs—sharp-pointed ones, too—but the points should be the kind which prick like spurs to better things, not the kind which merely hurt.

I warned you that I am something of a preacher. I may have proved it by the way I have rambled away from my text. I may have been invited here more to talk about the physical make-up of the editorial page than the moral obligation of it. As to the make-up of the editorial page I believe I have already made it clear that I consider editorials essential on it. But besides our own thoughts that is the best place in the paper to put other people's thoughts. To write good editorials the editorial must keep informed as to what is going on in his state and his country, at least. To do that he must read current newspapers and magazines, and in so doing he is bound to find many gems of thought which would interest, instruct and amuse his readers. The editorial page is the logical place for the best of these. It is also a good place for poetry, humor, and articles of any kind which are not distinctly a part of the news of the day. And I consider it a splendid place for a good column of state news and comment. Practically everything which is good stuff for a newspaper, yet is not essentially part of the news of the day, might be said to belong to the editorial family.

I once heard an editor grumbling because the make-up man had put the editorial he intended for his lead over in the last editorial column. "Why," said the printer, "you oughtn't to kick on that position. It's the best position I could give an editorial. It's right next to reading matter." That printer was not so far wrong. The perfect editorial make-up should contain a lot of good reading matter besides the editorials.

For the benefit of anyone who may not have had the same idea, I will cite one experience of my own. Like a good many other country editors I print my paper in two runs. Often I have plenty of room on the first run, but a rush of advertising at the last minute makes our space crowded on the last run. Frequently we were compelled to leave out most of our editorial page stuff to make room for this business. So we changed our editorial page from page 4, a last run page, to page 2, a first run page, which we find much more satisfactory

In the concluding words of the Fourth—A grade composition writer, that is all I know about editorial pages—from a country editor's standpoint. Were I still a metropolitan newspaper man I might be able to tell country editors how to run their papers with more assurance, but since becoming a country editor I have become somewhat country edified, and my edification is still going on. But I do sincerely believe that the editorial page should be the most representative page in the newspaper. And the editor of the smallest country paper in Missouri, though he be the leader and molder of thought for comparatively few people, is doing a great and splendid thing if he is influencing those few toward better citizenship and higher ideals. Men who have amassed millions of dollars have not done so much good in the world as that country editor is doing. Men who have risen to success and power and fame have not done so much good in the world as that country editor is doing. Men who have conquered nations have not done so much good in the world as that country editor is doing. And the good we do in the world is the great, great thing, after all. Shakespeare has said the evil that men do lives after them, and because Shakespeare was great and wise and we are a little bit inclined to cynicism, we have accepted that saying as an axiom and have learned it by heart. But when we think of it all we all know that it is not true. It is the good men do which lives after them:

The good men do, lives after them
Until the end of time,
Each high example helps to make
Some other life sublime;
Each action has its influence,
Be it for good or ill,
Each pattern, truly we admire,
Ideals must instill.
And characters, thus builded strong,
On others leave impress,
And they on others, which, in turn,
To others give no less.
The good men do, lives after them
And spreads to every clime—
The good men do, lives after them
Until the end of time.

W. G. Watrous, well known to the advertising fraternity, and for the last decade advertising manager of Kuth, Nathan & Fischer company of Chicago has become manager of the Western department of Sherman & Bryan Inc., advertising agents of Ne York City at Chicago. The western office covers the territory from the Alleghanies to the western coast. Mr. Watrous has been retained by Kuh, Nathan & Fischer as advertising counsel, and in addition carries several important accounts to Sherman & Bryan. This agency, while only a trifle over three years old, has met great success.

The Inland Daily Press Association

The Inland Daily Press Association, of which Frank D. Throope, *Journal,* Muscatine, Iowa, is President, held a very successful mid-summer meeting in the library of the Press Club of Chicago, on Tuesday, June 21st. An address was delivered by Mr. John Norris of New York, Chairman of the Committee on print paper, of the American Newspaper Publishers Association. He gave an extended statement as to paper conditions and as to the present supply of pulp wood. He stated that in view of anticipated early adverse action by the authorities on the shipment of pulp wood to the United States and to circumvent this, there had been an unusually large cut of pulp timber in Quebec and other Provinces, and that the supply of pulp in sight was consequently large and sufficient to meet the demand for two years to come. He contended that, in consequence of this over-supply of pulp wood, the tendency of prices were downward, notwithstanding the numerous indications that makers are planning to ask an agreed and uniform contract price equivalent to $2.05 f. o. b. mill or $2.25 New York and Chicago and tributary territories, with correspnoding prices for other localities, and the constant urgings to place orders now against a prospective rise. He advised against buying at present. Mr. Norris has made paper a special study for several years, along the lines of the sources of supply and the probable demands, and has, at his tongue's end, or handily stored in his memory, a wonderful array of figures and statistics, which he rolled off in a conversational talk to his interested hearers. Questioned as to probable legislation and as to the action of the administration, he said, in substance, that the complaints of print paper buyers seem to have no weight with Congress and no effort is made to investigate their charges, while, on the other hand, the statements made by paper manufacturers are accepted without question. This may be drawing it a little strong, yet, from recent revelations, there is some foundation for the belief that the "interests," with their millions, have had more effective and loyal representation at Washington than have the people or the press. There was some excellent legislation during the closing days of the Congressional session, owing apparently much more to the strenuous efforts of the administration than to the loyalty of very many members of the National body to those whose votes had given them their positions.

Mr. Norris did not think that the administration had, so far, been able to reach any definite accomplishment as to wood pulp in negotiations with Canada, but thought there was a plan or deal on for an amicable agreement.

W. J. Hill, publisher of the *Courier-Post* of Hannibal, Mo., gave an instructive talk on "The Development of Circulation—What is the Best Method?" He advocated the making the best newspaper possible, giving the local and neighborhood news, employing good canvassers on salaries with added commission on subscriptions above a certain amount. The subject brought out general discussion, during which the prevailing opinion seemed to be against giving premiums or holding voting contests, excepting under exceptional conditions. Where a paper was behind in its circulation, a voting contest to advertise the paper and awaken an interest had been found profitable, but the contest should be conducted by the office, and the prizes, offered in the contest, should be of merit and of a value equal to or above what the same articles could be bought at lowest cash prices. One publisher had found the giving of a magazine with his paper profitable.

"What will the Daily Newspaper do with the Ever-present Press Agent?" elicited views adverse to the agent that resulted in a condemnatory resolution denouncing the press agent who seeks to secure free advertising under the guise of news. This discussion was led by J. R. Sutton, of the *Reporter,* Logansport, Indiana, who related interesting and instructive experiences and contended that the fear of losing advertising by refusing to give these free notices was unfounded and the expectancy of gaining advertising thereby vain and illusive. It was ordered that a communication be addressed to all the metropolitan papers requesting that "free adertising" be eliminated from all middle west newspaper columns. It was even advocated that tickets to theatres and circuses should not be accepted for stories of the actress who lost her diamonds or the giraffe that choked to death because of a sailor's knot in its neck.

An outline for a combination of the newspapers in eight of the Middle West States belonging to the Inland Daily Press Association was formulated purposely with a view of carrying on a further campaign against the so-called trust manufacturers of news print paper.

Arrangemens were made by which contracts now held between the various publishers allied with the association and manufacturers will be terminated at approximately the same time. When the new contracts are made they will be made through a purchasing committee representing the association. The committee will receive bids for all the paper to be used by the association and a scale will be arranged within the organization for the different members according to the amount of paper they want to buy.

Ehe Executive Committee, headed by James F. Powell of Ottumwa, Iowa, will have perfected plans for a combined buying of print paper at the meeting to be held in Chicago next October.

Missouri State Editorial Association

DONIPHAN, Mo., June 20, 1910.

Editor National Printer-Journalist, Chicago, Ill.

One of the best meetings of the Missouri Press Association ever held was the one at Cape Girardeau last week. Two hundred and fifty newspaper folk were in attendance and everything "went merry as a marriage bell." The members of the association were met at St. Louis by reception committee of the Cape Girardeau Commercial Club and were taken down the "Father of Waters" on the Steamer Girardeau, the run being a daylight trip all the way. The weather was fine and the trip delightful.

Another interesting feature of the meeting was a railroad tour on Friday through the great drainage district of this section of the state where thousands of acres of as fine land as the sun ever kissed are being reclaimed by a system of drainage canals.

All the visitors were highly pleased with the Cape meeting and when it was mentioned by one of the local reception tion committeemen that Cape Girardeau would like to have the editors come again in 1915, a unanimous vote was taken accepting the invitation.

Following are the officers elected for the enusuing year: President, J. R. Lowell, *Democrat,* Moberly; First Vice-president, E. L. Purcell, *Democrat-News,* Fredericktown; Second Vice-president, Ovid Bell, *Gazette,* Fulton; Third Vice-president, Col. Fred Naeter, *Republican,* Cape Girardeau; Recording Secretary, J. P. Campbell, *Prospect-News,* Doniphan; Corresponding Secretary, J. K. Pool, *Courier,* Centralia; Treasurer, Hon. H. A. Gass, *Missouri School Journal,* Jefferson City.

J. P. CAMPBELL,
Recording Secretary.

Paul S. Junkin, editor of the Creston, Iowa, *Advertiser-Gazette,* who in company with his wife has been making a tour of the world, is expected to arrive home July 1. He returned on the steamer that brought home the Roosevelt party. Several subscribers of the NATIONAL PRINTER-JOURNALIST have been touring the world this year, and others are saving their wealth, secured through having learned how, for future trips.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at e Chicago Post-office as Second-class Matter

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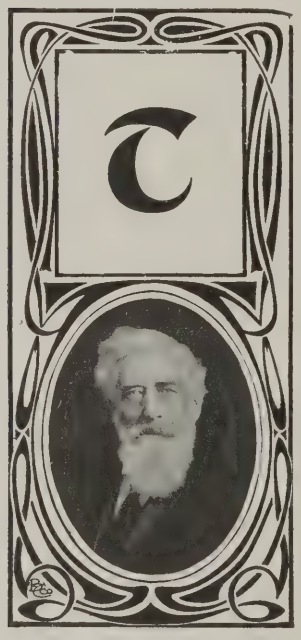
CHICAGO, JULY, 1910



THERE is no other vocation known among men, than that of newspaper-making, that opens so many opportunities for acquiring useful knowledge of men and affairs; of all the duties of citizens, of public officials and of the callings of life. All this knowledge is valuable in the work of newspaper-making and should be sought with an eye to higher service and better accomplishment, but its possession frequently fits one for other fields of usefulness and for broad, intelligent public service. The faithful newspaper reporter has chances not only for acquiring information that will equip him for highest usefulness in public positions and in his calling but of forming valuable acquaintances that may open the way to legitimate advancement or to advantageous positions in either business or public life.

Oscar E. Hewitt, a newspaper man has recently been appointed by Mayor Busse of Chicago as deputy to Commissioner of Public Works, a position that carries with it a salary of $5,000 a year. For the last five years Mr. Hewitt has been with the *Record-Herald*, and most of that time has been "covering" the city hall. It was on account of his familiarity with the intricate details of practically every office in the city hall that he was chosen for the position. Now, we are not advising newspaper men to be looking for or seeking public office and we honestly believe that the accepting of the same very frequently is a mistake and in the end a misfortune. This depends upon the man, his abilities, his circumstances and possible prospects, yet there are demands of public office that cannot be disregarded, and when one receives an official position on account of being thoroughly fitted therefor and the possessing a zeal to perform its duties with signal efficiency—instead for the low reason that he sought office through influence and persistency with an idea of securing ease, a fictitious honor and unearned rewards—there is little danger of the results being disastrous. Five thousand dollars a year is more than any ordinary or extraordinary reporter is likely to receive as a reporter, and faithful work in the line of public service is not likely in any way, to unfit a good man for a successful return to his calling. What would be advantageous to a man working on a salary would not apply to one who had to give up an established business. We have known editors to leave their papers and accept positions in Washington or even to become postmasters in their own cities and to depend thereon to the neglect of their publications, who have suffered irretrievable loss and have become mere driftwood in the changing currents of life. Such men present a sad spectacle and should serve as warnings to others. They have lost permanent position, the chance of a continued, useful, independent employment, and of satisfactory upbuilding in a business owned and controlled by themselves, and no salary or honor compensates for such a loss.

* * *

Henry Watterson, of the Louisville *Courier-Journal*, has a name, a fame and an influence that have proved more enduring and more potent than that of any man who has merely held a public position, either a U. S. Senator, a Member of the House of Congress, a Governor of a State or even President of the United States, during the last forty years, and this has come through continuance in and loyalty to the newspaper calling and its higher ideals. He has escaped most of the worries and heartburnings, hatreds and disappointments common to seekers and holders of public offices and has enjoyed, in a high degree, the honor, love and esteem of men and the peaceful security and abundant rewards of a well-filled life. From our viewpoint, he has not been free from mistakes or human frailties and limitations, but these have been such as to work few if any public wrongs and the public have had no cause, opportunity or occasion to make complaint or in any way to interfere with or to worry him, in the even course of his peaceful, successful life. His rewards are permanent and substantial. His age is crowned with the regard and reverence of the members of his calling and by the esteem and love of his fellow citizens throughout the Repub-

lic. Recently, the New York Press Club honored Col. Watterson with a banquet which not only testified to the high esteem in which he is held but served to bring out, in spoken words, that were golden, from the venerated editor, precious thoughts and wise counsels that revealed how, by his life of devotion to the one calling, he has preserved his powers, kept up with the advance of the years and treasured a vital wisdom that must tell for great good to the profession throughout the breadth and length of the Nation and continue, in its benign influence, through the oncoming years. He spoke first of his early struggles and of how he had "filled every newspaper function from galley boy to leader writer," adding incidents of his work and friendships during his career and then said:

" I think I know what news is and how to prepare it equally for the tea table and the breakfast table. Like victuals, it may be served hot and savory, or raw and unsavory, be brought on plain or be dressed and decorated to suit the ever varying public taste. There is in this, as in cooking, an art.

* * * * * * * *

The city editor should never consider himself a brevet chief of police, the reporter a semi-professional detective. The newspaper, with the law, should assume the accused innocent until proven guilty; should be the friend, not the enemy, of the general public; the defender, not the invader, of private life or the assailant of persanal character.

"The newspaper is not a commodity to be sold over the counter like dry goods and groceries. It should be, as it were, a keeper of the public conscience, its rating professional, like the ministry and the law, not commercial like the department store and the bucket shop. Its workers should be gentlemen, not eavesdroppers and scavengers, developing a spy system peculiarly their own, nor caring for the popular respect and esteem.

"I know that it is the fashion to call such sentiment old-timey, just as it is the custom to call old men courtly who are not actually vulgar and slovenly. Self respect can never grow obsolete and self-respect is the bed-rock of the public respect. There will be shyster journalists as there are shyster lawers, unworthy newspaper men as there are unworthy clergymen. But, in each calling, the rule is bound to be otherwise, and they who seek the imprint of the higher, instead of the lower brand, will be sure to find it.

"In short, my dear young friends, I stand for the manhood, for the gentleman of our guild, a profession, and not a trade, and I believe that, in the long run, the owners of newspaper properties will learn that integrity and cleanliness will pay the best dividends, and that good faith and good humor are positive assets.

"I hope there is no one of you here tonight who will not be one day a managing editor, at least a city editor, and whenever any one of you finds himself in a position of authority, let him carry these few precepts in his mind and in his heart: To print nothing of a man which he would not say to his face; to print nothing of a man in malice; to look well and think twice before consigning a suspect to the ruin of printer's ink; to respect the old and defend the weak; and lastly, at work and at play, daytime and nighttime, to be good to the girls and square with the boys, for hath it not been written 'Of such is the Kingdom of Heaven'?"

* * *

As may be inferred from matter printed elsewhere in this issue, we greatly enjoyed a recent visit to the University of Wisconsin. We had the pleasure, with the heads of the newspaper instruction and agricultural departments, of a trip through the buildings and over the farm of the agricultural department, and were gratified, as well as surprised, in witnessing the great improvements made. The immense buildings, erected and arranged and fitted out with all possible appliances for the instruction of the students in agriculture and of the farmers—for a school is held each winter, covering a fourteen weeks' course, which is attended by thousands of farmers—shows a wise liberality on the part of the State that has proved immensely profitable. It is not only a school of instruction but of experimenation and discovery—not only for imparting knowledge of things known but of searching out and applying newly-established facts that are useful. Most of our universities could well pattern after Wisconsin. We have told of this school in the past and shall have more to write in the future, but, for the present, must be content to express our hearty agreement with the expressions made by Mr. Curtis, publisher of the *Ladies' Home Journal* and the *Saturday Evening Post,* of Philadelphia, after a recent tour of the institution. Speaking of the development of journalistic training in the school he said:

"The University of Wisconsin is certainly working along the right lines in training students and writers and editors for magazines, agricultural publications and newspapers. There is an evident demand everywhere for thoroughly trained men in journalistic work."

Mr. Curtis, as must be every intelligent visitor, was particularly interested in the work of the agricultural college and the experimental and extension service through which the farmers of the state are being reached, and with the amount and variety of information and assistance which is being offered to the people of the state practically without cost as a result of state appropriations.

* * *

The Elgin, Illinois, *Advocate,* Lowrie and Black, publishers, of June 18th, presented a useful feature of work in city and newspaper building. It was that of "Great Red Letter Bargain Days in Elgin, June 20 and 21." The paper contained twenty-eight seven-column pages, filled with advertising to such an extent as to be convincing proof of the fact that the plan must have proved one of substantial profit to the publishers, and there was much in evidence throughout the paper to show that the city itself and its enterprising business men, received still larger benefits. The first page was devoted to exploiting the enterprise, telling of the splendid growth and equipment of Elgin's great stores, and a complete index of the establishments offering the attractive bargains. At the bottom of this page was also a coupon, in the shape of an order on the publishers for five per cent of the cash purchases made. The paper reached us too late for a complete exposition of the plan in this month's issue. For the benefit of readers who ought, during the Summer to be getting ready for the Fall subscription cam-

Continued on page 523

At the University of Wisconsin

Madison, Wis., June 15, 1910.

Mr. B. B. Herbert, Editor National Printer-Journalist,
4816 W. Ravenswood Park, Chicago, Ill.

My Dear Mr. Herbert:

I am still getting echoes of your two inspiring talks to the students in journalism. One of the professors in English told me last night that one of the young women for whom he is adviser had come to him declaring that she intended to get onto a weekly paper, after hearing your description of the opportunities of doing good which it offers. A number of those who heard your talk at the smoker were also much interested in the phase of trade journalism that you emphasized.

In accordance with your suggestion, I have had photographs taken of the newspaper laboratory with the class in reporting at work, and am sending you copies of them. The pictures were taken by one of the students who have been taking photographs for publication, and who reports for the *State Journal*.

We have put into the Press *Bulletin* this week a brief quotation on the opportunities of the country weekly, taken from your talk in the morning; and we also sent to the daily papers and the trade journals a 750 word report of your address, copies of which I am enclosing.

I appreciate your kindness in coming to Madison to talk to my students, all of whom, I am sure, were greatly interested.

Yours very truly,
Willard G. Bleyer.

"THE NOBLE ESTATE OF JOURNALISM."

B. B. HERBERT, EDITOR OF THE NATIONAL PRINTER-JOURNALIST, CONGRATULATES THE STUDENTS IN JOURNALISM COURSE ON PREPARATION FOR NEWSPAPER WORK.

Madison, Wis., June 7—"I congratulate you upon your preparation to enter so noble an estate as journalism," said B. B. Herbert, editor of the National Printer-Journalist and pioneer in advocacy of college training for newspaper work, in an address this noon before the students of the course in journalism at the University of Wisconsin.

"There is no calling known among men today so full of opportunity as that of newspaper work, for permanent usefulness," Mr. Herbert declared. "There is no inspiration greater than that of preparing one's self for a noble work. And the newspaper man must feel that his is a calling not merely to amuse or entertain the readers, but to be useful to the community. You work for a reward, to be sure, but you must make a return. That which is gained without return is practically stolen."

KNOWLEDGE MUST HAVE PRACTICAL APPLICATION.

"Recently there were 400 college-bred men in the bread line in New York; and the reason was that their college work was abstract, without any preparation for the real activities of life. That is why for forty years I have advocated the training of the hand and eye and heart along with that of the brain. The idea of doing something with the object of actual, useful accomplishment is the highest incentive in education.

"It has been said that the training of students for journalism in the schools would lower scholarship. That need not be so at all. In preparing for journalism you are preparing for a manufacturing industry, a commercial business, and a profession.

KNOWLEDGE IS NECESSARY.

"What are the most necessary qualifications in the making of a newspaper man? Of course knowledge is at the foundation. There is no thing in the broad field of knowledge that will not be of use to the newspaper man. You are therefore very fortunate to be connected with a university so broad in its teaching as is the University of Wisconsin. With law, engineering and agriculture brought together — all on one campus — you see something of the different industries and professions, and get, more or less, a practical knowledge of them.

"A knowledge that is the foundation of a broad human sympathy and understanding, then, is the first qualification of the good newspaper man. He must be able to weep with those who weep, and rejoice with those who are glad. He must be able to sympathize with the farmer in his efforts to produce better crops and stock, and to improve the condition of the roads; he must understand the architect's endeavors to plan more sanitary and comfortoble structures. He must have the modern idea of helpfulness, of general industrial development and civic and rural improvement.

MUST KNOW NEEDS OF COMMUNITY.

"In a nutshell, he must know intimately the interests and needs of the community which he serves. When I began the newspaper business in '73 (and I gave up a lucrative law practice to start a weekly in a town where two other papers were ahead of me), I made it a practice to travel three days of the week from farm to farm through the country, gathering the news and learning the interests of the people. I formed a farmer's club, and printed its reports in the paper. I served the community actively in every way I could find, through my paper.

MUST APPRECIATE CALLING.

"First, then, you must have the foundation of knowledge, to be useful. Then you must have a sympathy and understanding for those you serve. Then you must have your heart in the work. And, too, you must have an appreciation of your high calling. There is no other that can be so useful, so helpful to all and to so many.

"You must have a system in your knowledge, to understand the causes lying back of the events of the day which you report. You have in your own mind some report of the people with whom you are to deal. Fill it out with an intimate knowledge of their interests and affairs. The files in your journalism laboratory at the university, I find, have material not alone to show the methods of writing in various phases of newspaper work, but also information on many subjects for use as the basis or ground work for your writing.

TRUTH THE FOUNDATION OF THE NEWSPAPER.

"One of the things of most importance is truthfulness. It is the foundation of newspaper work. If you are truthful, you can be fearless. We hear much nowdays, about muck-raking and mud-slinging. I claim that such terms are unjust to the newspaper profession. The papers spend millions of dollars in trying to tell the truth. It would be infinitely cheaper to sit in the office and make up lies, than to scour the earth for the truth, hunting it down. "Mud-Slinging" is an unjust term.

Of course sometimes good men are misled by evil men who rise up with the cry of "mud slinging" because they are afraid their own private interests may suffer by exposure. Some papers, with the idea of sensationalism, have gone too far. And sometimes truths are unwholesome, and should not be told in an offensive way; but the truth must be told.

"Be truthful and be sure that you are right, and then go ahead and print it.

"I believe the newspaper man should be the 'good physician' of his community; he should be ever in touch with its needs, that he may serve them. He can advance education through a sympathetic understanding of the teachers and educators. He should keep in constant touch with those who are conducting the useful industries, and should understand their methods; he should know the members of health boards and their work; should know of the good roads movements and those for beautifying the countryside.

COUNTRY WEEKLY HAS GREAT OPPORTUNITY.

"I know of no better opening for usefulness than the well conducted country newspaper in a community that is large enough to support it. The country paper if made useful, can be made profitable. If through your country weekly you can reach the country boys whom statistics show furnish the majority of our great educators, ministers, legislators, jurists, managers of great industries and railroads as well as our most successful newspaper publishers and editors, you will be a power in the country at large, as well as in your community."

NEW STUDENT EDITORS FOR UNIVERSITY DAILY.

The editorial staff for the *Daily Cardinal,* the newspaper published by the students interested in journalism at the University of Wisconsin, has just been named for next year, with John L. Childs, '11, Eau Claire, as editor-in-chief.

Newspaper Laboratory—Course of Journalism, University of Wisconsin.

The managing editor will be David Hanchett, '10, Chicago, Ill.; intercollegiate editor, Arthur B. Doe, '11, Milwaukee; news editor, Stuart O. Blythe, '12, Washington, D. C.; university editor, Chester C. Wells, '13, Freeport, Ill.; assistant university editor, Alvin Kessler, '13, Evansville, Ind.; athletic editor, Theodore R. Hoyer, '12, Winneconne; assistant editor, W. D. Little, '12, Geneva, Ill.; business manager, W. G. Goldschmidt, '11, Milwaukee.

WELL KNOWN EDITORS TALK ON JOURNALISM.

"The Opportunities of Agricultural Journalism" was the subject of an address by Herbert S. Quick, editor of *Farm and Fireside,* given at a joint meeting of the University Press Club, the Cubs' Club, the journalistic fraternity of Delta Alpha, and the Hoard Press Club at Wisconsin University.

The field of trade journalism was presented at the same meeting by B. B. Herbert, editor of the National Printer-Journalist. The other speakers were R. R. Hiestand, *Wisconsin State Journal,* who spoke on "The Cub Reporter on the Metropolitan Daily"; Frank E. McGovern, Milwaukee, "The Newspaper and Politics"; R. E. Knoff, *Wisconsin State Journal;* Paul Watrous, formerly of the Milwaukee *Evening Wisconsin;* and F. W. MacKenzie, *La Follette's Weekly.*

That the agricultural press represents the best standard of journalism in the country; that the reputable farm paper would no more think of publishing any questionable or fake advertisements than of sending each subscriber a centipede by mail; that the agricultural weekly is the most honest paper published: these were some of the statements made by Editor Quick.

COLLEGE DAILY AWARDS PRIZES.

The *Daily Cardinal,* the newspaper published by the students interested in journalism at the University of Wisconsin, has just awarded the following prizes for the best work in reporting during the second half of this year: $10 each to Chester C. Wells, Freeport, Ill.; Alvin H. Kessler, Evansville, Ind.; and Stuart O. Blythe, Washington, D. C.; $7.50 each to T. R. Hoyer, Winneconne, Wis., and W. D. Little Geneva, Ill.; and $5 to L. G. Castle, Milwaukee.

COUNTRY WEEKLY PAPER FIELD FOR USEFULNESS.

"I know of no better opening for usefulness than the well-conducted country newspaper in a community that is large enough to support it," said B. B. Herbert, editor of the National Printer-Journalist and pioneer in the advocacy of college training for newspaper and magazine work, in an address before the students of the journalism course at the University of Wisconsin.

Preparing Copy in Newspaper Laboratory. All Copy is prepared on Typewriters.

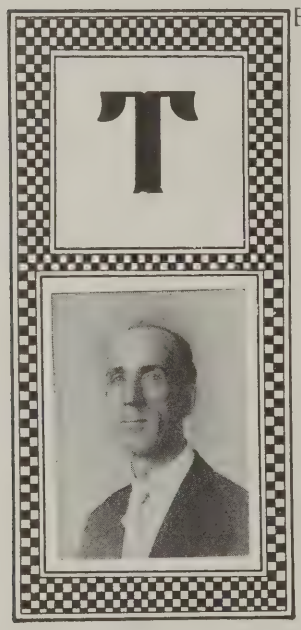
"The country paper, if made useful, can be made profitable, and you can get a world of pleasure out of the work," continued the speaker. "And if you are useful, and in pleasant work, does it matter whether you are worth $10,000 or $10,000,000? You are really better off on the country paper, for you are free from much worry.

"You can make yourself a power not alone in the community in which you live, but in the country at large, for through your weekly paper you can reach and influence the country boys who, statistics show, furnish the majority of the senators, railroad managers, and presidents of the nation." —From the University *Bulletin.*

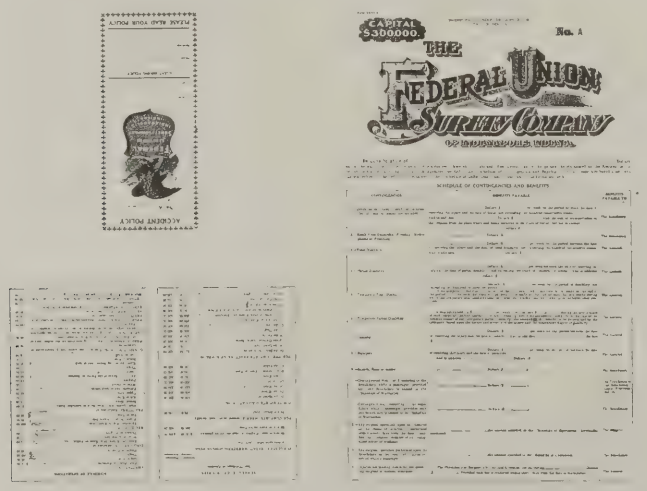
There has been a reorganization of the Beloit, Wis., Free Press Publishing Company. D. H. Foster comes into possession of a controlling interest in the company, and M. C. Hanna, who has been editor for the past three years, severs his connesction with the paper. The officers of the company under the reorganization, will be as follows: L. H. Foster, President A. P. Ayer, vice-president, and J. S. Hubbard, secretary and treasurer. The editorial and business management will be under the supervision and control of Mr. Foster.

REVIEW OF JOB PRINTING

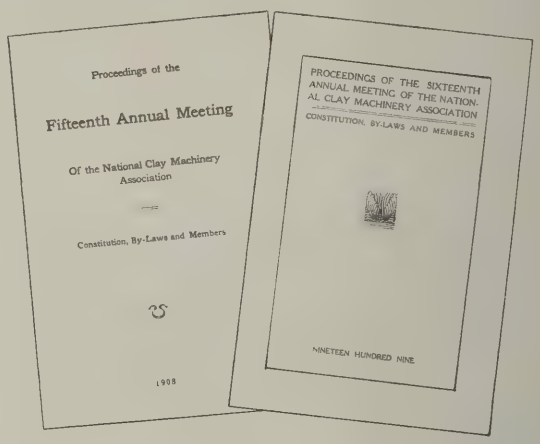
Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



THE question of how an endorsement and other matter on the last page of an insurance policy should be run is raised by our old friend, B. F. Harb, of Anderson, Ind., who sends in a policy which he has recently executed, and which is here shown in order to make my remarks on the subject more easily understood. It seems to be the general custom, when there is other matter on the back jage, to run the endorsement at the top, as Mr. Harb has done. When the endorsement is the only matter to run on the page, however, it is about as often run at the bottom as at the top, but always with the head toward the center of the page. Other matter on the page should also be run to the center, which is the only mistake Mr. Harb has made on this specimen. The schedules on the back follow closely the body matter of the policy and should follow it in make up, not only as

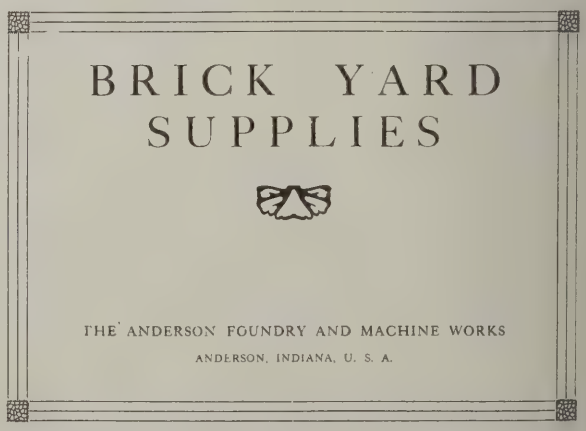


a matter of orderly sequence but to facilitate reference to it in connection with the other parts of the policy. Very often this space is occupied by a transfer blank or other form which has to be filled in with writing, and ease of handling for this purpose would also dictate following the same layout as the other pages. It is for this reason that the endorsement is put at the bottom very frequently when no other matter is to go on the page, though theoretically this is not filled in until the document is folded. Some one will suggest that if this is to be filled in while the sheet is flat, it should always be printed with the foot toward the bottom of the page, irrespective of whether it runs on the lower or upper half. It is to be desired, however, that this be printed so that the fold of the


Proceedings of the
Fifteenth Annual Meeting
Of the National Clay Machinery Association
Constitution, By-Laws and Members
1908
PROCEEDINGS OF THE SIXTEENTH ANNUAL MEETING OF THE NATIONAL CLAY MACHINERY ASSOCIATION
CONSTITUTION, BY-LAWS AND MEMBERS
NINETEEN HUNDRED NINE

sheet will be at the top of the endorsement when the policy is ready for filing, as any other arrangement would manifestly be very clumsy.

Mr. Harb sends a number of other specimens, calling attention especially to the fact that I criticised quite severely a year ago, and sending the same one, together with a later edition on which he has shown a decided improvement. It encourages me in my work of the department to know that some of my friends are taking these efforts at criticism seriously and are attempting to profit by them. They are written in a serious mood, I can assure you; and the hope always goes with them—almost amounting to a prayer—that some one may be helped by them. My



wish is that I might have a clearer vision and stronger words in which to tell my story, so that I might be of still greater help to those who look over the department from month to month.

Another contribution from this same printer is a bundle of posters which he gave me permission to toss into the waste basket. I am glad, however, that he allowed me to do this instead of doing it himself, for otherwise he would have deprived me of a very pleasant quarter of an hour spent in looking them over. They were of a decidedly better grade of work than the posters turned out by most printers who are not specialists in this class. The inspection of them recalled vividly to my mind the time when, as an apprentice, in a country office, I was called upon to assist in the execution of the two or three poster jobs which came into the shop in the course of a year. "Execution" is a good word to use under the circumstances; for as I remember them now, these efforts at big display, and the transfer of a reasonable amount of ink from large wood type to ordinary print paper were anything but satisfactory. But at the time we did not see those things. We were so elated over having accomplished the unusual that a glamor was thrown over the deficiencies of the finished product and we were scarcely able to notice the heavy streaks of ink in some places and the almost entire absence of it in others, or the monstrosities of display which were made necessary by the limited supply of big type. One font there was of unusual size for those parts and which was calculated to attract attention anywhere. It was absolutely necessary that a line of this type get into every poster in order to give it the proper "thrill," and not infrequently the copy had to be revised to accommodate itself to the limitations of this letter. Even at that I doubt if the office ever got sufficent return out of this big type to justify its purchase; for the guide who conducted wondering visitors over the office always showed him this type in a very impressive manner, telling him that it cost 75 cents a letter. However, its advertising value as a means of impressing the people of the vicinity with the greatness of the office may have been worth all it cost.

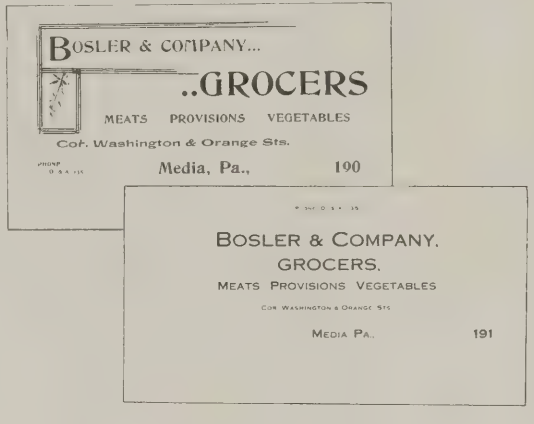
Amid such a number of specimens of the highest class it is scarcely fair to select a single one for criticism, but I cannot refrain from pointing out the mistake which was made in the selection of an ornament for the title page here shown. The ornament is of a more bold and rugged design than the rest of the page, and is thus not only out of harmony with it in design, but also tends by its weight to make the lettering look too light for the place. A lighter ornament would allow the type to take its proper place and claim its due share of attention.

Warren S. Dressler, Camden, N. J., sends in some more reset specimens which it has been a pleasure to look over. On all of them the improvement is obvious. The original setting of the Albert Kramer card has one advantage, however, in that the name is closer to the center of the card. Mr. Dressler has tried to obviate a crowded appearance at the bottom of the card by throwing the name higher up, but this was scarcely necessary, since a smaller size of type was used in the lower left-hand corner. On the resetting, the main lines are also thrown farther apart, which is scarcely to be commended. In preference to this I should rather see the name of the firm set in a smaller size.

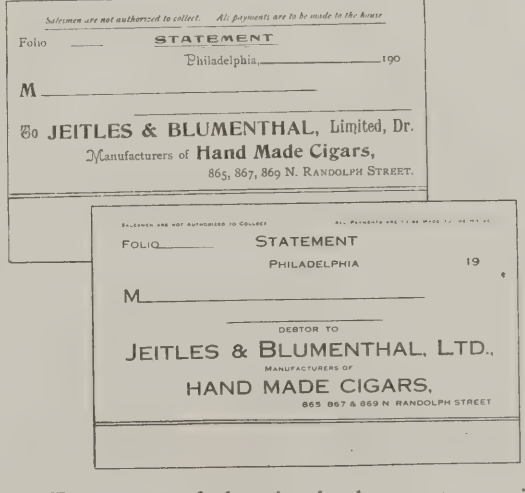
I am also showing a mailing label Mr. Dressler sends in, which is notable for two reasons: One is that the large letter in the corner was made by the compositor from patent leather—and so far so good; but the other feature is one which I do not approve, namely, the use of the border which he has chosen. This border is almost too refined for such a place as this, but the objection which probably has the greatest

weight is that it is not adapted to the disconnected manner of construction to which it has been put.

This contributor also sends in a letter head, printed from plates furnished by the customer, about which he



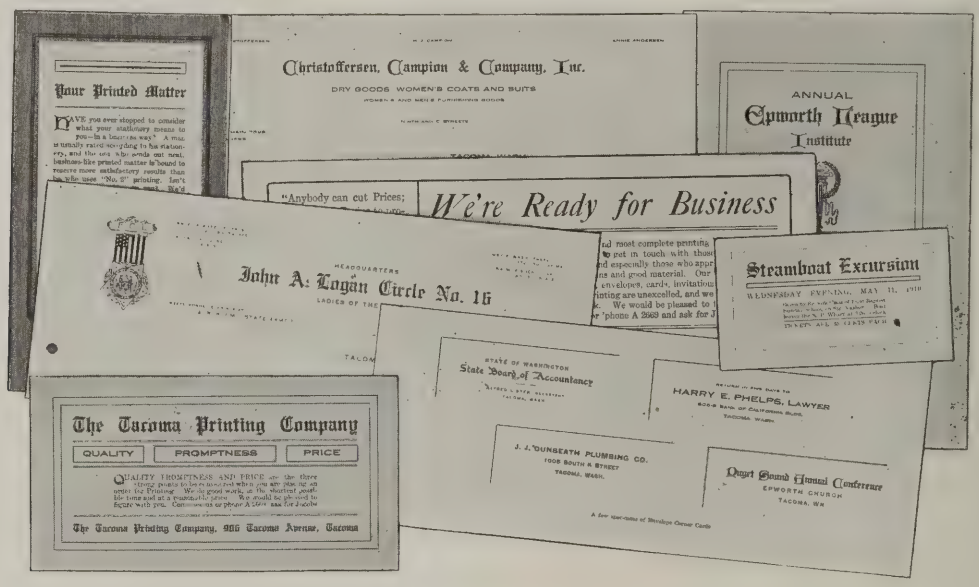
has some very sarcastic things to say. The language is scarcely adequate to describe its faults, however. It has a design in the center which looks like the indiscriminate interlocking of the horns of a number of Texas



steers. The name of the city is the most prominent line on the head, while the firm name is partially concealed behind the aforsaid design, and is further obscured by having the initials printed in pale gold. But he says the customer liked it very much, so why should we care? Yes, really, why should we? But the very

fact that we do shows that we are interested in whatever makes for good printing and are not working simply to gather in as many as possible of some one's dollars. So let's keep on caring.

H. S. Blackburn, with the Tacoma Printing Company, Tacoma, Wash., sends some work which it is really a pleasure to look over. Among other things is a neat little specimen book of letter heads which the company has executed for some of its customers and which is intended to show to prospective customers as an earnest of what it can do for them. These sampless are made up in full letter head width but only about 3½ inches deep, thus economizing in paper and space, and making a piece of advertising matter which can be sent out flat in a large envelope when it is so desired.



I enclose samples of my work which I wish you would criticise in your column of the N. P. J. I try to be original in my work and wonder if that originality is for the best interests of the work or otherwise.

J. L. Frazier.

Lawrence, Kansas.

Yes, originality is all rght, Old Man, but in one or two instances you have allowed it to lead you into eccentricities which scarcely make for the highest type of the art. You have thus been led to use boxes and panels in places where their absences would be much more appreciated. A good rule to follow is never to use rule or ornaments unless you see a good reason for it. And the mere fact that it makes a job "odd" or "different" is not a sufficient reason. This criticism especially applies to such a job as the McCurdy note head, the box in which the word "Groceries" is enclosed being an absolute detriment. The use of a style of type for this word different from anything else in the head, as you have done, tends to give it sufficient prominence without anything else. On none of the other work is your taste so much at fault in this regard, though the same tendency is discernible on one or two more. The best piece of work is that of the Kennedy Plumbling Company. on which you have used rule and ornament for a purpose and to very good effect.

It is not so often that a physician takes up a side line, and when he does it is not apt to be printing. For this reason the letter here given, which reached me a few days ago, is of all the more interest:

As a subscriber of The National Printer Journalist, I have taken great pleasure in your comments on the various specimens of the work by means of the craft. I am a physician, however, but my side hobby is printing. I do it because I love the art, and at the same time it affords me a neat return on the investment. I never served an apprenticeship, but picked it up when a boy. I enclose you herewith a job finished a few days ago and ask you to give me your worthy comments. I hope to profit by your keen perception of just "what is what" and the criticisms you will be kind enough to make.

This letter head is what I call "my shop". It contains my name in a way, but I do not want it to read my name out and out. T. T. Conser.

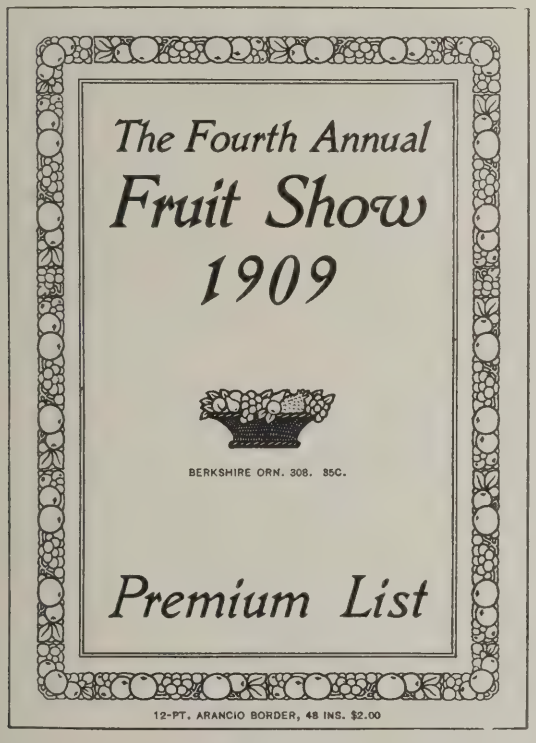
To explain Dr.Conser's statement that his letter head contains his name "in a way," it is only necessary to say that the name of his concern is The Conservative Printing Company. The doctor was very fortunate in having a name which could thus be

Kennedy Plumbing Co.
Plumbing, Gas Fitting and Electrical Work.
937 Massachusetts St.
Steam and Hot Water Heating Plants Installed
Both Telephones 658
Lawrence, Kansas, 191

handled so successfully. The particular piece of work to which reference is made in the letter is a delightful little menu for a soda fountain. It is admirably composed and the press work could scarcely be excelled. It is somewhat unusual, however, in that the inside pages are printed in a different combination of colors from the outside. I am sorry that all the combinations of colors and stock are such as to make reproduction out of the question. Other pieces of work are also admirably printed, the only objection I can raise being that the physician's receipt would be considered not sufficiently dignified by many members of the profession.

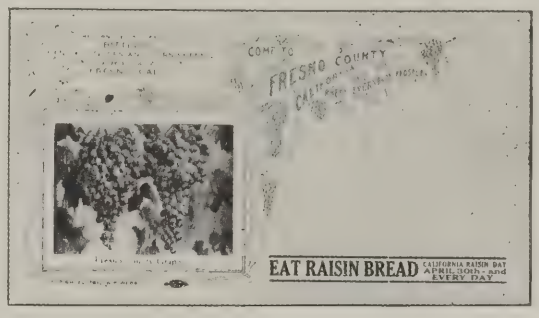
I am indebted to Lester C. Peterman for a well printed announcemnt and program of the commencement exercises of the high school at Groveport, Long Island. Friend Peterman reveals his identity in this way as a member of this graduating class. He had the honor of giving the class history, as well as adding a violin solo to the musical part of the program.

This little piece of work is from a circular sent out by the H. C. Hansen Type Foundry, and I am showing it because of the entire harmony which it displays. The border and ornament are especially appropriate to the topic of the pamphlet and at the same time they harmonize well with the style of type used.



I imagine if I had been doing the work I should have used a size smaller figures for the date, and possibly should have tried a line of caps of a smaller size for the line "Premium List," although I might not have been satisfied to let it run that way. This use of the basket of fruit and the border of apples is one of the obvious harmonies which everyone will papreciate. But there are also more subtle harmonies, depending upon historical association, and artistic style, and a hundred other things, which the printer must know about and be able to weave into his work if he would have it in the top notch class.

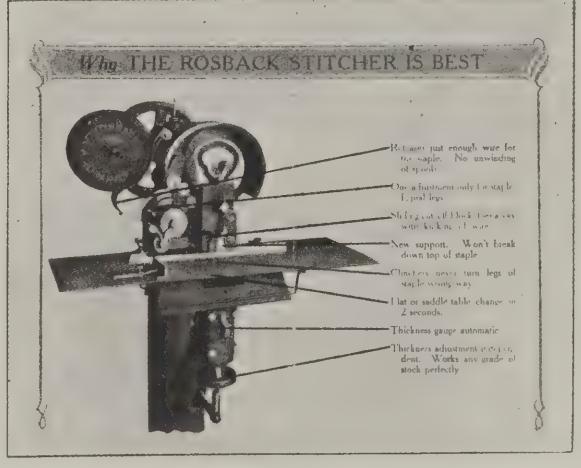
The advertising value of an envelope seems to be proven by the fact that almost any business man can find plenty of people willing and anxious to furnish him without cost all the envelopes he needs, provided he will allow an advertisement to appear on them. This is called to my mind just now by the receipt from the



San Joaqin Printing and Advertising Company, Fresno, Cal., a bunch of the envelopes which were gotten out to advertise Fresno County's Raisin Day. These were attractively printed in two colors and ought to help very materially in advertising the resources of the county.

A catalogue is very largely for utility, of course, yet I think it is a mistake to print it without a title page, such as the one I have on the desk before me as I write.. It was not sent in for review, but came to me in other channels, so that I need not give the name of the printer even if I knew it, which I do not, for he seems to be of that class who do not think it worth while to put an imprint on a job. Aside from the defect I have mentioned, it is a piece of work to be proud of: and the absence of a title page was in all probability the fault of the customer rather than the printer. But if the question ever comes up for the printer's opinion, he should urge the use of a title by all means.

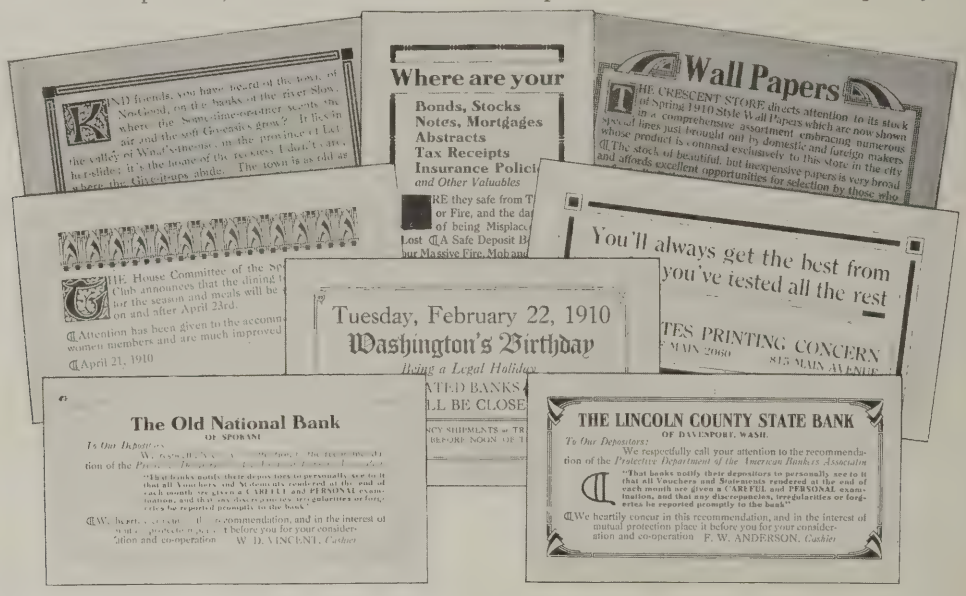
This little leaflet illustrates a practical expedient which is well worth remembering. The customer is often desirous of pointing out specific parts in an illustration. He has the cut, and does not care to go to



the expense of having a special drawing made, and another plate. In such an event it can be done, as in the present instance, by setting up a form of rules and running them in a separate color over the plate. It is a kind of work which requires accurate register in

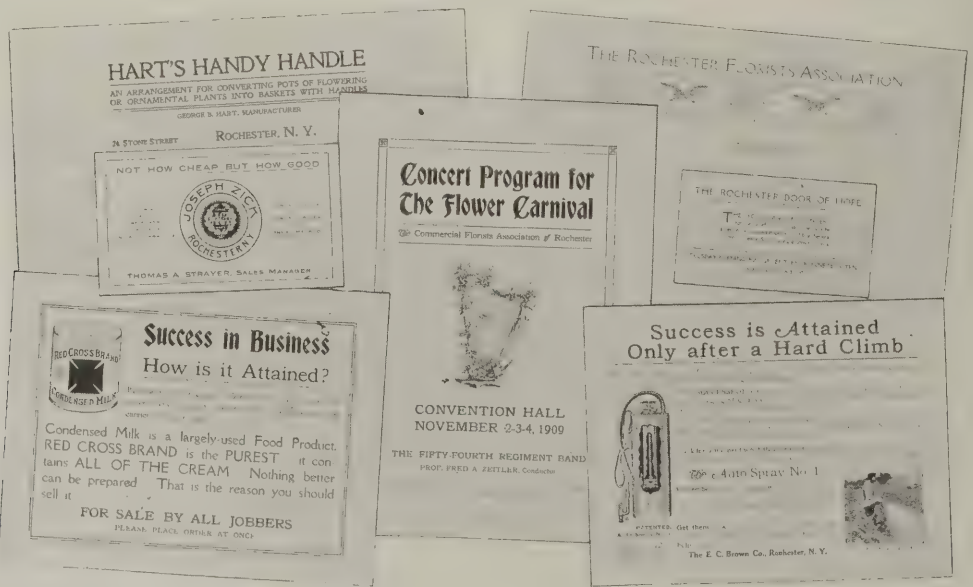
order to be successful; but when done carefully it is in some respects much more effective than a separate drawing.

The Stutes Printing Concern is still doing business at the same old stand in Spokane, Wash. And that it



does the same grade of work, if not more so, is evidenced by the bunch herewith reproduced. There must be an unusual amount of ozone—whatever that is—in the atmosphere out there; at least there is something which keeps a man up to the top notch of efficiency every minute of the time. It would not be diffcult to gather up a whole trainload of Chicago printers who would be benefited by going out there and taking a few breaths.

Just at the last moment the express wagon brings me the package of specimens which comes once a year from E. Fred Rowe, in charge of the printing department of James Vick's Sons, Rochester, N. Y. It is

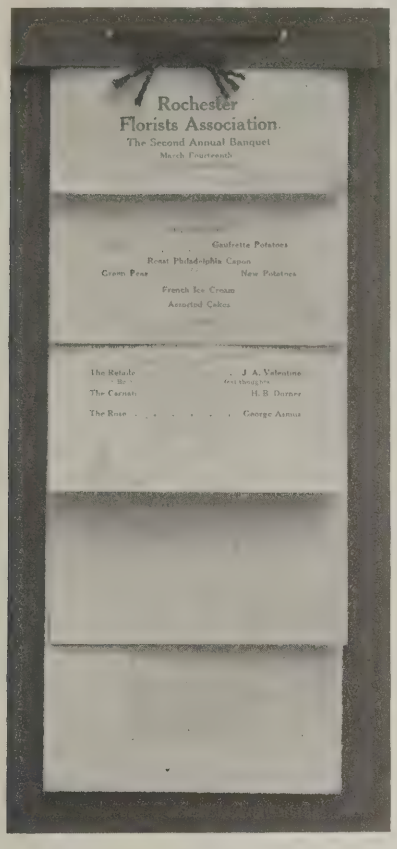


a bulky package, and I come in from work in my garden—having a holiday at home—to examine its contents. As usual, it contains a large assortment of miscellaneous work in addition to the circulars, catalogues and other printing of this famous seed house. As usual, also, the quality is up to a high standard. It must be a source of much satisfaction to a concern requiring large amounts of printing, to have its own plant, as does ths one, in charge of a competent man like Mr. Rowe. Then there is no "shopping around" for prices, no uneasiness as to quality, no fear but that the job will be given the right of way through the shop and be completed on time.

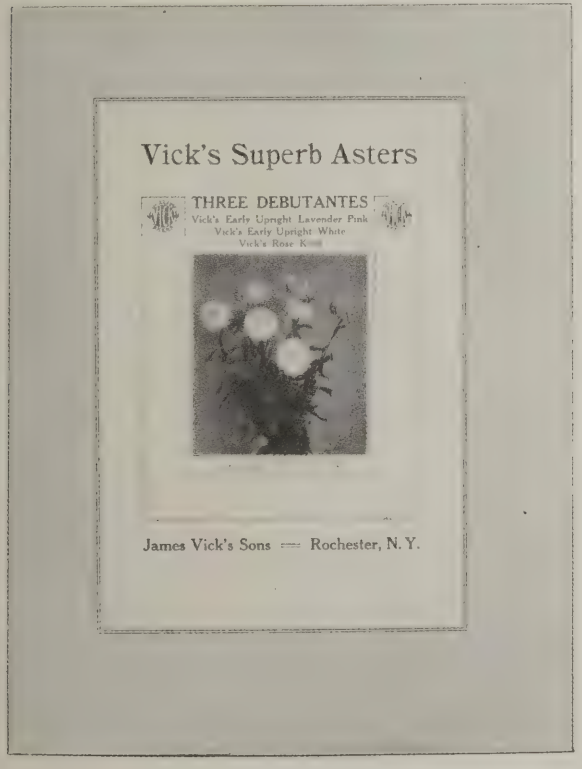
I have singled out for special attention, one of the smallest jobs in the lot—a business card in plain white and black, which is nevertheless the less worthy of study. Note particularly how the sizes of type are adjusted, not only to the importance of the ideas they convey, but also to the artistic balance of the card. The spacing is perfect. Two squared lines are followed by two other squared lines, but there is no evidence of effort or artificiality about the squaring. The corners are well balanced. The firm name is slightly above the center of the card, where it should be, and the matter under it is worked in without suspicion of crowding. The style of type might not appeal to all of us, on first suggestion, as being suitable for a high class business selection.

I want also to show an unusual banquet menu. The card, but I think we shall agree that it justifies its

reproduction will no doubt show that it is composed of sparate sheets of different lengths, tied together in a



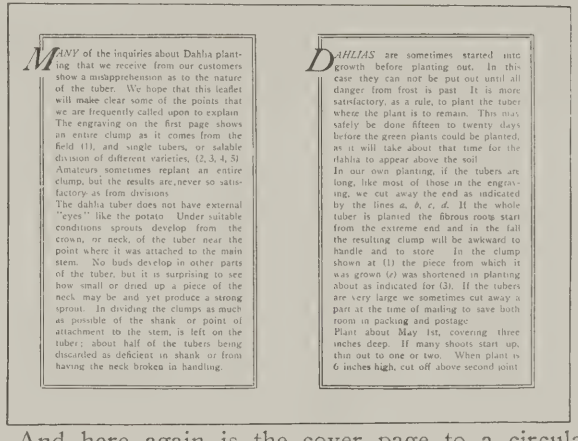
cover. The plate may not show the floral design in tint which is on each card, all these registering together to


Vick's Superb Asters
THREE DEBUTANTES
Vick's Early Upright Lavender Pink
Vick's Early Upright White
James Vick's Sons — Rochester, N. Y.

form one complete design when the sheets are assembled.

And now that I have begun to select special pieces for mention, I scarcely know where to stop. For here is a little circular on which the initials are worked in a fashion which one seldom sees. It is a kink worth

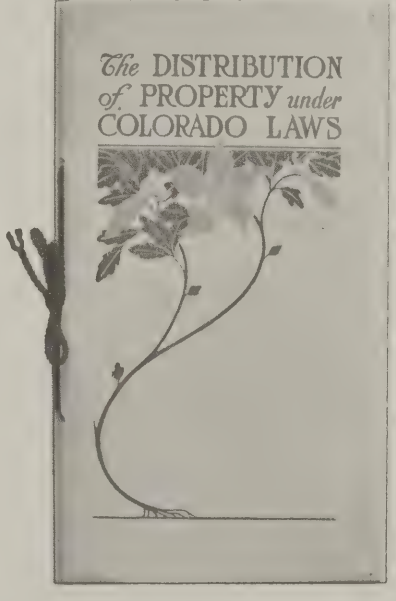
remembering, for it not only gives a piece of work a certain fantastic character, but can be utilized at times to simplify instructions to the linotype operator, as he does not have to allow space for the initial.


MANY of the inquiries about Dahlia planting that we receive from our customers show a misapprehension as to the nature of the tuber. We hope that this leaflet will make clear some of the points that we are frequently called upon to explain. The engraving on the first page shows an entire clump as it comes from the field (1), and single tubers, or salable division of different varieties, (2, 3, 4, 5). Amateurs sometimes replant an entire clump, but the results are never so satisfactory as from divisions. The dahlia tuber does not have external "eyes" like the potato. Under suitable conditions sprouts develop from the crown, or neck, of the tuber near the point where it was attached to the main stem. No buds develop in other parts of the tuber, but it is surprising to see how small or dried up a piece of the neck may be and yet produce a strong sprout. In dividing the clumps as much as possible of the shank or point of attachment to the stem, is left on the tuber; about half of the tubers being discarded as deficient in shank or from having the neck broken in handling.

DAHLIAS are sometimes started into growth before planting out. In this case they can not be put out until all danger from frost is past. It is more satisfactory, as a rule, to plant the tuber where the plant is to remain. This may safely be done fifteen to twenty days before the green plants could be planted, as it will take about that time for the dahlia to appear above the soil. In our own planting, if the tubers are long, like most of those in the engraving, we cut away the end as indicated by the lines *a*, *b*, *c*, *d*. If the whole tuber is planted the fibrous roots start from the extreme end and in the fall the resulting clump will be awkward to handle and to store. In the clump shown at (1) the piece from which it was grown (*e*) was shortened in planting about as indicated for (3). If the tubers are very large we sometimes cut away a part at the time of mailing to save both room in packing and postage. Plant about May 1st, covering three inches deep. If many shoots start up, thin out to one or two. When plant is 6 inches high, cut off above second joint.

And here again is the cover page to a circular, But there are so many good things that I shall have to consign most of them to a group illustration, and pass on.

A. L. Callopy, publicity manager for the International Trust Company, Denver, Colo., sends a little



booklet which he has written and designed, and which was printed by the Carson-Harper Printing Company

of that city. It is printed on buff stock, with the cover printed in green and purple, the columbine state flower of Colorado, being prominently portrayed. The inside pages are in brown and rose. The whole booklet is exceedingly well done.

This specimen came, I beleive to the main office of the JOURHALIST, and not to my own private address, and I am not certain to what particular individual I am indebted for it. The main feature about it, to which

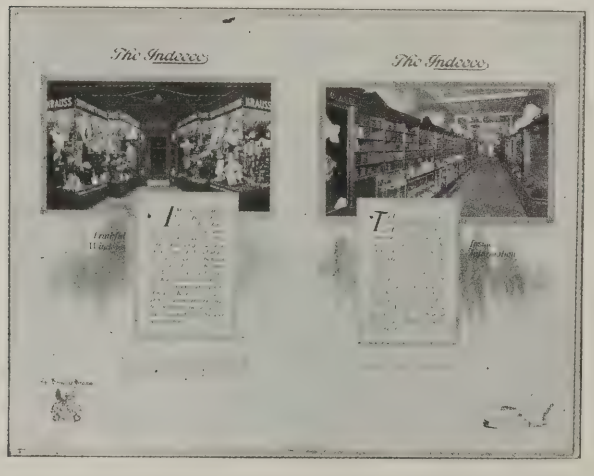
DISPLAY ADS. 10 CENTS PER INCH
LOCALS, 5 CENTS PER LINE
THE EDGERTON JOURNAL
CHARLES A. EVANS, Editor and Owner
THE BEST ADVERTISING MEDIUM IN PLATTE COUNTY
Edgerton, Missouri, 1910

I wish to call attention, is the date line inside the panel, a feature which I do not think is to be recommened. The date line belongs more properly with the body of the letter than with the heading.

Here is another one which came to me in the same roundabout way. It might well have had the depth

of the box reduced by at least a pica.

This is coming to be indeed the day of the house organ. I need not fear to give offense by applying this name to a new one which has just appeared, for it confesses under its heading of *The Indeeco* to be



"House Organ for the Indianapolis Engraving and Electrotyping Company." Its purpose will be to promote the intelligent use of good engraving. The quality of work it contains is shown by the reproduction of two pages herewith. Please put me on the regular mailing list.

Terry Simmons, editor of the Marseilles, Ill. *Plaindealer* for thirty four years has been appointed postmaster of Marseilles to succeed the late S. S. Thompson brother-in-law of Attorney General Stead, who died the week following his third appointment.

ALWAYS FINDS TIME TO READ THE NATIONAL PRINTER-JOURNALIST.

Office of The Hannibal Courier-Post.

HANNIBAL, Mo., May 31, 1910.

B. B. Herbert, Publisher National Printer-Journalist, Chicago, Illinois.

MR. DEAR MR. HERBERT:—Please find enclosed $2.00 for the renewal of my subscription to the NATIONAL PRINTER-JOURNALIST. It kept me mighty busy to increase the business of the *Courier-Post* 400 per cent in twenty-seven months, but I always found time and I always expect to find time to read the NATIONAL PRINTER-JOURNALIST. I hope all newspaper men in Missouri will read the NATIONAL PRINTER-JOURNALIST in order that they may derive the benefits that thousands of other newspaper men derive from this splendid magazine.

I am enclosing herein a little verse which tells the reason that the *Courier-Post* has grown so and why it has paid the advertisers to advertise in the *Courier-Post*. The little verse is "In Missouri." Now, you know the *Courier-Post* is located in Northeast Missouri, in Hannibal, the city that has a pay roll of neary $500,000 per month, which is the largest in any city of its size west of the Ohio River. The *Courier-Post* covers like a blanket the best section of Northeast Missouri and Western Illinois and is read each evening by nearly 30,000.

With kind personal regards and hoping to meet you at the next meeting of the Inland Daily Press Association, I am,

Very truly yours,

W. J. HILL, Publisher.

IN MISSOURI.

There are apples on the trees in Missouri.
There is a fragrance in the breeze in Missouri.
They have sunshine, they have snows,
Anything that's planted grows,
Everything that's started thrives in Missouri.

Every fellow wears a smile in Missoui.
You can tell 'em a mile in Missouri.
They're not always on the make,
If you're broke you'll get a stake.
Hospitality's no fake in Missouri.

Everybody's on the square in Missouri.
You'll get justice over there in Missouri.
If you only do your part,
You can enter every heart
With or without Cupid's dart" in Missouri.

They will take you by the hand,
Show you round to beat the band
And you'll know just where you stand in Missouri.

One part is supremely blessed, Northeast Missouri.
One that's bound to lead the rest, Northeast Missouri.
They've had gatherings up that way,
And it's not too much to say,
Soon the world will homage pay, Northeast Missouri.

Willis E. Beal has sold his interest in the La Porte, Ind., Printing Co., to S. E. Taylor, F. C. Sonneborn, C. H. Haskinson, H. A. Lindgren and F. J. Widdell. The latter is city editor of the *Herald*. The consideration is said to have been $17,000. Mr. Beal will locate on a fruit ranch in California with his sister, Mrs. A. J. Warner, this for benefit of his health, his family to follow. Mr. Widdell will be at the head of the business department.

Local, City and County Development and Good Roads

A Contract with God for Service to Man.

Address delivered by H. B. Varner, Editor Southern Good Roads, Lexington, N. C., before the Joint Convention of the North Carolina Press Association and the North Carolina Good Roads Association, Wrightsville Beach, N. C., June 9, 1910.

N giving an illustration of the truth of his observations, by citing a number of articles of local interest and importance contained in an issue of a country weekly, editor Clarence H. Poe, of the *Progressive Farmer*, recently wrote very aptly, as follows:

"There is hardly any more gratifying development in the South today than the tendency of our newspapers to give less attention to far-away issues and theories and more attention to the big, vital, throbbing problems of building up the counties and towns in which they are located — that God-given task to which they are called."

This is, indeed, gratifying, and the tendency, apparent to all who read the newspapers of the state, is making itself more and more manifest. The papers, weekly and daily, are giving more space to home topics, a discussion of which makes for improvement and progress, more than ever before. This is especially true of the weekly, which has too often wasted space on subjects of no immediate concern to its readers. Every live weekly today carries editorial comment and news stories on such subjects as more corn and wheat to the acre, crop rotation, results some farmer has obtained from a trial of new methods, drainage, special tax for school and good roads.

This is significant. It means that the press is wide awake, that the people are also, and that this is an era of change and progress. And it is far less common than formerly for an editor to select the fence in a fight for improvement, because of late years the press has found its financial feet and is able to stand on them. I doubt if in all North Carolina there is a newspaper today that is so much afraid of the influence of some "big-bug" who opposes the expenditure of money for schools or roads, that it would devote a column of editorial to denouncing Russia for her treatment of the Jews, during a campaign for a bond issue when the cause of progress called for every line of the paper to support it.

In answering this call of its God-given duty, the local paper is doing much for good roads, both directly and indirectly. It helps the cause of better highways when it advocates more corn and more wheat, better stock, improved agricultural methods, and better schools, for the hour a farmer brings his farm up to modern standards, that hour he needs good roads more than ever before, and favors them more strongly. More corn means better roads, the development of the school means the development of the highways, any progressive action whatsoever is a step toward improved roads; and, on the other hand, good roads mean still more corn and wheat, still better schools, still more progress in every particular. For the cause of good roads is closely linked with every other cause that makes for better things.

And the country weekly is taking the lead in the improvement of the farm, and the roads connecting it with the market become a force for the upbuilding of the whole country with all its diversified interests, because the farm is the foundation of the republic, and it is through agricultural evolution that real lasting prosperity and greatness will come. If the farmers are in good shape, so is the country as a whole, and the reverse is likewise true. The condition of the highways is of vital interest to the farmers and has a far-reaching influence. Community after community has shown that good roads contribute to the prosperity of the farmer and to his wealth, and in aiding the good roads movement, the press is thereby adding to the assets of the country.

In arguing the road question, it seems to me that it would be wise to urge the construction of high-class roads for the main highways, like the amiosite road, a costly but enduring type of construction that will bear any sort of traffic from automobiles down. Next to that stands the ordinary macadam, and whie it, too, is expensive, yet, the press in urging good roads should not fail to hold up always the ideal of the best roads possible Macadam cannot be secured in all counties at the present, and there remains then the gravel road and the sand-clay road, both serviceable types and inexpensive. And finally, where there is no immediate opening for any considerable road improvement, we think that one of the most effective, direct opportunities of the press to aid the good roads movement today is to educate the people to the value of an absurdly simple, yet, wonderfully effective invention known as the split log drag. Few communities can afford to build permanent stone roads, and for years to come dirt roads must be used in most of North Carolina territory. This being so, the problem of good roads in the majority of our counties resolves itself into the proposition of making dirt roads as good as possible, at the smallest expense. Here is where the drag comes in. It is extensively used in the west, where miserably bad roads have been transformed into boulevards at practically no expenditure of money. In the South, strange to say, the people have not taken hold of the idea. North Carolina papers have published quite a good deal about it, but there is much more to be said of it, and constant hammering on the subject is bound to bring the drag into general use. There is an abundance of literature on the theme, meaty and convincing, and it should be used liberally by the press. The *Saturday Evening Post* carried an article, May 7th, that ought to be reproduced in every weekly newspaper and, I am glad to say, was reproduced in several. The government office of public roads gladly furnishes special articles about the drag, as it does about road making in general. I am convinced that when the farmers once take hold of this method of road improvement, they will be astonished at the power it possesses for performing miracles, and will wonder why they endured bad roads so many years when within their reach there was such an inexpensive, yet thoroughly effective means for making their common dirt roads veritable boulevards.

A weekly paper in any county can start a good roads revolution by heading an effort to have a number of such drags built. Get the merchants of the town to contribute. The drags cost about two dollars each. Select a road leading into town for experiment. Get the farmers living on it to agree to drag, say, a mile each. In a short time a good road, properly shaped, crowned and drained results,and the whole county has been educated and convinced. Sometimes I think that the drag and this little plan of co-operation have not been taken hold of, just because the whole thing is so simple and inexpensive. The press ought to begin a lively campaign for the plan.

because it is the only possible way for road improvement in some counties for years to come. It stands mid-way between the unimproved road and the macadam, and serves its purpose well.

There are various ways of creating road sentiment and in bringing about road improvement without money, one simple expedient being to have the county commissioners set apart certain days for road work. This was tried in Davidson county last summer with most excellent results. The commissioners named three days in July and called on the people to turn out and work the roads. Fifteen hundred citizens answered the call and gave the public roads such a thorough working that it was said that more was done during those three days than had been done on the roads in ten years. The Davidson county commissioners think so well of the idea that they have set apart July 28, 29 and 30 as good road days in Davidson county., and the roads will again receive a much needed working.

The automobile has been and will continue to be a potent good roads influence, and while I would not advise the editor of any country weekly to purchase a machine in order to build up the good roads propaganda in his county, at least not while the present low advertising rates are in force, yet, it will not be amiss for the paper to call attention to the far-reaching influence of the machine for better highways, putting in a word for the autoist in order to lessen the predjudice against him. For many people vehemently declare that they will not tax themselves to build good roads for these modern travelers to use. This is passing and in time will pass away entirely, but the press can hasten the day. A good road for the automobilist means a good road for the farmer and everybody else, including the old lady with a box of eggs in the buggy.

Proposed highways connecting distant towns should receive instant and hearty encouragement at the hands of the press, for the time is coming when North Carolina will be traversed in every direction by such roads, and they will prove a tremendous factor in the development of the commonwealth. They will not only accomplish what a good road always does for those who live along its course, but these highways will attract tourists from abroad, and that means a largely increased money circulation. It is said that in one small resort in New England last summer as much as $6,000 a day was spent by automobile tourists drawn thither from many states by alluring roads which penetrated a territory rich in scenic attractions.

While always and ever, the cause of good roads and politics should be kept far from each other, yet, the press can render good service by demanding that the men who represent us in the general assembly be men who favor building good roads, who are not afraid to champion measures looking toward the expenditure of public money for this purpose. A good roads legislature would bring a good roads era at once. What would otherwise happen only after a lapse of wearisome time would occur now. The state aid idea is being put into practice in every good roads state. It is no longer an experiment. New Jersey and New York for years have demonstrated that it is the solution of the question. And the press should not only demand that candidates for local and state offices favor good roads, but they should labor to secure good roads congregessmen, for there is no doubt in my mind that the national government ought and sometime will begin to take interest in the construction of good roads and will aid the states in the work. I do not believe that the people will always stand for the expenditure of hundreds of millions of dollars each year for the army, navy and waterways improvements, public buildings and the like, and only $75, 000 a year to maintain an office of good roads that can only advise and suggest and in a limited way assist and encourage the people of the United States in such a supremely important work as good roads building.

If you will pardon a personal reference, I will recount how the Lexigton *Dispatch* did excellent work for the good roads movement in its territory, and incidentally made money and extended its circulation and increased its influence, by operating two special trains from Davidson, Davie and Yadkin counties to Charlotte, for the purpose of showing more than two hundred farmers these magnificent highways which radiate from the Queen City into all parts of the county of Mecklenburg. Those who went were selected by subscribers of the paper who expressed a choice of candidates when they paid subscriptions. Few of these farmers had ever traveled on a modern macadam road; some had never so much as seen such roads as are in Mecklenburg; I believe there was one or perhaps two, who had never been on a train in their lives; and all were men, who, as most farmers do, live the majority of their years close at home, bound down to their unceasing round of farm work. The majority of them did not favor the expenditure of money for roads on the plea of poverty. Those men were taken out over the roads of the county, shown the bridges, and the road forces at work, methods were explained, lessons from experience told, the expense set forth, how land values had doubled, trebled and quadrupled, the advantage of being able to rush produce to market in any weather when the prices were high, how prices for produce had steadily risen, and what wonderful improvement had been made in churches and schools and farming as a result of good roads; and those visiting farmers went back to their homes laden with good roads argument and enthusiasm, to become missionaries among their neighbors, and in the case of Lexington township, there is no doubt that the influence of the Davidson farmers who made the trip went far toward the success of the election in which $100,000 of good roads bonds were voted. Other weekly papers can do this same sort of thing, and they will find that while they are doing good for their counties, they are also building for themselves and reaping good returns on the investment of money and energy.

The farmers appreciate this kind of enterprise and I have yet to see a newspaper fail that labored for the people. You may undertake a movement that is prompted by selfishness, by a desire to extend your circulation and make money, and yet if you are at the same time doing something for the uplift of your county, you are doing much more than laboring for yourself, and the results will justify anything you may do. If you wage a strenuous campaign for good roads in your county, you are working for yourself. The man who does good in this world is sure to be rewarded. I know of a certain gentleman who began life with a contract written out with God Almighty as party of the second part, in which it was agreed that if the efforts of the party of the first part prospered, he would help the poor and do all he could for the material betterment of the people about him. That man today is rich. He has kept his word and his contract, he has done inestimable good in the world, he has carried new ideas and education to many, al-

leviated human suffering and squalor, beautified barren places and has done a thousand and one things from distributing free flower seeds to exploiting a country where victims of the great white plague may find hope, and yet he has made money for himself, and has what is more than wealth—the satisfaction of knowing that he did what he could to make this world better than he found it. The labors of the press are largely performed with this same spirit. Countless acts are done by the newspaper man, for which he neither gets nor expects to get anything whatsoever, not even thanks, but he finds pleasure in the work.

This good roads question is outranked in importance by no other question. In it is bound up the happiness and progress and prosperity of the country. The press can lay its hand on nothing that will redound more to the welfare of the people than the cause of good roads, and it must answer to the fullest degree the call that duty makes. With good roads, North Carolina will be immeasurably bigger and better and greater, and all other improvements will be added to this improvement. The South with good roads will be a greater South, and the seers tell us that through a greater South, will come the greater nation.

Wisconsin and New York Associations Nearly Twins in Age

The Wisconsin Press Association claims the honor of being the oldest state editorial and publishers' organization in the United States and will hold its fifty-seventh annual convention in Milwaukee, July 7th and 8th, while the New York Press Association will hold its conventon for the fifty-seventh year on the same dates at the Unites States Hotel, Saratoga Springs, N. Y. These two organizations are evidently pretty nearly twins as to age, though, if we are not mistaken, New York missed holding conventions two or more years during the time of the War for the Preservation of the Union, otherwise the only difference must be as to the months of organization. The officers of the Wisconsin Association have provided an especially attractive program in which the veterans of the calling in the Badger State are to take a prominent part.

President George E. Cooper of Black River Falls, announces that Dean Walter Williams, at the head of the School of Journalism, in the University of Missouri, will make an address on "Equipment for Journalism." Col. J. A. Watrous of Milwaukee will speak on "Early Day and Present Day JournalismCompared;" Col. John Hicks of the Oshkosh *Northwestern*, on "The Press of South America," and Emil Baensch, of the *Post*, Manitowoc, on "The American izing Influence of the Foreign Press in America."

A variety of subjects of practical interest to editors will be discussed by W. H. Bridgman of the Stanley *Republican*, Adolph Candrian of the La Crosse *Nord Stern*, Miss Lura Dow of the Palmyra *Enterprise*, Judge H. S. Comstock of the Cumberland *Advocate*, F. R. Bloodgood of the Whitewater *Gazette*, J. M. Axtell of the Sparata *Republican*, Nels W. Oscar of the Washburn *Times*, and others.

Short memorial papers will be read on members who have passed away during the year—one on R. H. Gile, formerly of the Merrillan *Leader*, by H. C. Warren, now of the *Leader*, and one on George A. Markham, late of the Independence *News Wave*.

R. B. Wentworth of Portage, who was secretary of a meeting of editors of the state at which the permanent association of the newspapers was made, at Portage on July 9, 1853, will be at the meeting, if his health holds out, with the minutes of that meeting, in pamphlet form and in which there are letters from prominent newspaper men of that day, including Mr. Ellis, who started the Green Bay *Advocate* in 1833. Mr. Wentworth is now 84 years of age and is an old-time printer. He did all the press work on the session laws enacted by the legislature in 1849, on a hand press, of course. In 1852 he started the Dodge County *Gazette* at Juneau. In 1857 he was a member of the legislature.

The Milwaukee Press Club will give a reception to the members on Thursday evening.

Secretary F. E. Andrews is arranging for an independent excursion by the members of the association after the close of the meeting.

We have not, at hand, the full literary program of the New York Association, but the outline of "Business" and "Entertainments" show that a strenuous meeting and good time will be enjoyed: 1. Address of Welcome by the Mayor. 2. Response—President W. H. Greenhow. 3. Calling of Roll. 4. Annual Address—President Greenhow. 6. Appointment Standing Committees—Organization—Finance—Resolutions—By the President. 7. Communications. 8. Notices. 9. Papers. 10. Addresses. 11. Discussions. 12. Reports of National Conventions of 1909 and 1910 with illustrations. 13. Report of Committees. Election of officers for 1910-11.

During the convention there will be addresses by men of national reputation, definite announcement of which will be made later, as well as subjects of papers.

Entertainment—Wednesday, July 6.—3:30 P. M.—Drive about town and to the Springs. 8:30 P. M. Social gathering of the members of the New York Press Association, the Associated Dailies and Select Weeklies' All will join in the exercises and entertainments of the days following.

Thursday—2:30 P. M.—Trip to Saratoga battlefield and monument as guest of the *Saratogian*. Address by Hon. William S. Ostrander on the battle, one of the fifteen decisive battlefields of the world. Return by 5:30 P. M., addresses.

Friday—1 P. M.—Trip to Mt. McGreogr, scene of the last days of Gen Grant. 4:30 P. M., reception to ladies by Mrs. Walbridge. 8 P. M., banquet, followed by toasts and speeches.

Items of interest

Clark B. Turner, father of the newspaper business in Pontiac, Mich., and one of the best kown residents of his city, died suddenly at his home the other day. He had been ill a week, but his death from heart disease came unexpectedly. He was 72 years old.

The *Daily Record* of Cedar Falls, Iowa, has announced that it will withdraw its $3 per annum cash in advance subscription rate after July 1, and charge $4 per year to everybody, owing to the advanced cost of everything entering into the production of a newspaper.

Thursday, June 23rd, the members of the Michigan Press Association and Eastern Michigan Press Club, gathered at Port Huron, Mich., to get a start for their summer trip into Canada. The editors departed from Port Huron on a special Grand Trunk train at 12:30 P. M.

The two newspapers of Clear Lake, Iowa, are getting together and are laying plans for a novel way of running newspapers in towns of 2,000 population. Editors Davenport and Wallace, the latter recently buying the *Mirror*, the former for years controlling the *Reporter*, have joined in the purchase of a typesetting machine, and in order to make it of service to both papers will necessitate running a sort of semi-weekly paper for the town. The *Mirror* will publish on Tuesday and the *Reporter* on Thursday.

Illinois Editors

PRESIDENT WM. T. BEDFORD can congratulate himself upon the fact that the forty fifth Annual Convention of the Illinois Press Association, over which he presided at the Chicago Beach Hotel, June 8, 9, and 10, was one of the most successful and enjoyable in the history of the organization. The first session was devoted mainly to routine business and appointment of committees but Wednesday afternoon the work and fun commenced.

In his annual address, President Bedford referred to the benefits and pleasures and to the formation of enduring friendships, resluting from an attendance upon the conventions of the association and then said among other things:

"The past year has been one of a general average of prosperity for most newspaper men in Illinois. In spite of the fact that things generally are high and that the paper trust has been doing its best to put us all out of business, most of those who conduct newspaper offices in this state have been making a fair living, and have been able to place away in the safety vault a few shekels for the proverbial rainy day. I, therefore, congratulate my brothers of the craft upon the present business conditions and indulge the hope that the coming year holds still better store for us.

"There are no doubt some timid creatures amongst us who are afraid of 'centralization of government,' 'imperialism' and such other awful and diabolical things as we hear about at campaign times. These gentlemen are at present 'viewing with alarm' (with apologies to a distinguished Democratic statesman) the efforts of the third assistant postmaster general to get a newspaper subscription list upon a cash basis. They fear that this official is going to establish a censorship over the press of the nation, and so are inclined to make war upon him. I am glad to note, however, that some of the newspaper associations have taken the advanced position of declaring in favor of a straight-out cash-in-advance subscriptions.

FAVORS CASH-IN-ADVANCE POLICY.

"I would recommend that this association also go on record as favoring such a policy. The big city papers adopted this plan years ago and it is the rule with all the periodicals of large circulation. There is absolutely no reason why it should not be the rule in the office of the country newspaper. In this connection I would like to see a law enacted by congress making it necessary as one of the qualifications for the second class postage privilege that all the subscriptions of a publication be paid strictly in advance.

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I believe that you will save money by insisting that everybody place the money on the mortar board strictly in advance of the transaction. If the subscriber knows that you mean business he will pay up in advance if he wants your paper. And, after all, the true test of a legitimate subscriber is: "Does he want your paper?" In this connection I have always questioned the advisibility of premium-giving and the lasting results of automobile contests, diamond and piano contests, and other devices to make a man take your paper when he does not want it. Let's go on record in favor of the cash-in-advance system, and let us co-operate with the post office if it is willing to assist us in accomplishing this reform.

ADVERTISING RATES

"There is probably no topic connected with the management of a newspaper office more difficult of solution than the question of advertising rates. This is especially true in regard to the publisher of short experience. To some of us, perhaps, it is an old and threadbare subject, but I am going to touch upon it just for a moment. The adoption of advertising rates for any newepspaper must be largely an arbitrary proceeding. The publisher should endeavor to get a schedule of rates that is fair to himself as well as to the purchaser of his space, although I believe it never has been settled, and perhaps it never will be, as to what is a fair rate. Each publisher must decide the matter for himself. But having once established your rates, never deviate from them even one cent. Have the same rate for all, and stick to your rate card 'even though the heavens fall.' One receives all kinds of propositions from the advertising agencies and from the advertisers direct, offering you never more, but nearly always less than your rate card prices. Do not throw these communications in the waste basket, but sit down and write, or call in your stenogapher and dictate a courteous answer, stating plainly that you never, under any circumstances, deviate from your rate card. State that these rates quoted are the lowest given to any advertiser. Tell something about the good qualities of your publication, about the excellence of the community in which you live (if you can do so without lying), and also point out the superior quality as well as the quantity of your readers. Convince the man at the other end, who reads your letter, of your earnestnes and of the fact that all advertisers receive the same rates, and you have the battle won. You will not win it with one letter, however, for the advertising agent is a persistent individual and will probably try repeatedly to get you to accept his miserable offer, and you may have to write several letters before you will convince him that you will stick to your rates. And I would stick to them even though you lose the contract. You will no doubt lose some business in establishing the fact that you have a business backbone, but when they once know that your advertising rates are infrangible, will not willingly, perhaps, but will eventually conclude that they must pay them if they want to buy space in your paper.

"And, while touching upon the matter of advertising, I cannot refrain from saying a few words in connection with that growing inquity, the press agent and his second cousin, the free notice. Nowadays one's mails are swamped with all kinds of appeals from the ubiquitous press agent, and with alleged news notices with free advertisements buried in them, asking for space in the paper. This kind of stuff I consign unceremoniously to the cavernous depth of the office waste basket. Not the least of these offenders are the gentlemanly, but nervy, advertising agents of the great railroads, particularly those who no longer exchange transportation for advertising space and who are also unwilling to pay a cent for publishing the article they would see in print. Tons of their material are sent every year to the newspapers of the country, telling them about the great improvements that are being made on such and such a road, and so on.

TIME TABLE IS AD.

"I heartily approve of the action taken by some of the newspaper associations of the state and nation, defining a railroad time table as an advertisement. The newspapers should demand payment for the insertion of such time tables, either in cash or in transportation. I believe that the editorial association of my home county was the first to go on record in the adoption of a policy of this kind, and I quote here the resolution adopted by that association several years ago:

Whereas, The various railroad companies of the state in their classification of advertising matter, do not include the railroad time table in their classification and decline to pay for it as such, therefore be it

Resolved, that it be the sense of the La Salle County Editorial association that a railroad time table is an advertisement, and should be paid for on the same basis as any other advertising.

"I revive this topic because I notice that a number of papers in the state are still printing the time table, and from

inquiries which I have made I learn that they are receiving no compensation therefor. If we ever adopted a resolution such as this, it would be well to keep it before the members by publishing it in the association's annual publication of the proceedings.

"Does anybody here know what is the correct price to pay for legal advertising? I believe that some time in the dim and distant past a committee was appointed by one of my predecessors, charged with the duty of reporting to this association the schedule of prices for legal advertising. I may be mistaken in this, but I believe that no report has yet been forthcoming.

"So much for the business side of the newspaper! If I have trespassed upon the topics of others who are to address you, I beg pardon. I am sure, however, that in the brilliance of their utterances, my feeble words will be eclipsed, if not forgotten."

Mr. Bedford closed with an earnest recommendation that the association lend its efforts to have a thoroughly equipped school of journalism established in connection with the University of Illinois in order that young men of the state might be training in the news and editorial departments of newspaper making.

The subject of "Free Advertising" was next discussed by John R. Marshall, the veteran editor-postmaster of the Yorkville *Record,* and others. The speakers dwelt upon the press agent and free notice evil, and the publicity the State Fair association and various chataquas were requesting. Hon. Thomas Rees of the Illinois State *Register,* Springfield, told how the numerous requests for free advertising had prompted him to prepare a clever form letter that had turned many requests for free notices into good advertising at regular rates. Mr. Rees next related his experiences with "The Mysterious Mr. Raffles."

Advertising, the exclusion of free notices and other topics were discussed. The papers and discussions were able and all seemed convinced that advertising should be treated as advertising. The story told by Hon. Thomas Rees of the Illinois State *Register* as to his experience with "Raffles" afforded both amusement and instruction, and was not without dramatic features. It was evident that the "Mysterious" gentleman, who has come to be pretty widely known in newspaper circles showed, on this occasion, that he was not free from "tricks that were vain and ways that were peculiar." Editor Rees, while acknowledging that open confession might be good for the soul, claimed that he had rather reluctantly consented to appear as a horrible example, in his lapse from good business judgment, for the benefit of his fellow members of his calling.

The address of Hon. James Hamilton Lewis, of Chicago, occupied Thursday morning session. It was complimentary to the editors and to their helpmates, their wives, many of whom were present, and in style both ornate and eloquent. He fully maintained his reputation as an orator and scholar and, withall, a philosopher as to social and political conditions. He inveighed against over-legislation, the trying of political leaders to overcome opponents, and to set up their theories and advance their views and interests by enactments in disregard of the fundamental principles of individual rights. He pictured as unwise and destructive, this warfare through constant law-making and the dividing of parties and the people into different camps each struggling for laws to advance their own purposes and losing sight of that deep, broad justice and patriotism that actuated the founders of the Republic. He argued against this calling-in and struggling-over new laws, for the beating down of privileges of one side to build up special privileges on the other. He wanted a revival of human charity and the recognition of that deep religion that recognized all men as brothers and God as the common Father of all in love and righteousness. Friday morning was largely devoted to discussion of the topic: "Contests—Do They Pay?" led by James E. McClure and Chas. W. Wanner. The prevailing opinion seemed to be in favor of a negative answer to the question, though the leaders showed that they had made these contests profitable. Profitableness of contests seems to depend largely on the existing conditions as to the paper's circulation, and not a little on the character of the people. Contests should never be considered as other than strenuous advertising to get the attention and to win the opportunity of showing an ability to satisfy the subscribers who have not previously formed the habit of taking the paper. The ultimate profit must be reaped by making a paper that the people will want and will continue to take after they have been gathered in. This is the general rule, yet it is a fact that, in some communities, what might be called the gambling spirit—with no bad meaning—is so strong that many can never be reached unless they are given some kind of a chance to win something for themselves or for their friends.

Mr. E. B. Pinkerton read an able paper on, "County Organization—Its Advantage," showing how valuable friendships could be cultivated, better understanding secured, unwise competition be eliminated and rights, especially as to legal advertising, etc., be enforced.

The Secretary read a Memorial Tribute to the late Clinton Rosette of De Kalb, a former President of the Association and one of its most honored members. The memorial was prepared by Dr. Cook, who had been a close friend and especially familiar with Mr. Rosette's life and work, and he gave high and just words of praise as to his character, principles, and able service not only in the calling but in the promotion and the aiding in the upbuilding of educational and other worthy interests and institutions in his city and in the State.

Other memorials had been prepared of other deceased members of the Association, but were ordered printed in the proceedings without the formality of reading.

Resolutions of thanks for courtesies extended to the members were adopted and the following named officers were elected: President, J. M. Sheets of the Oblong *Oracle;* first vice-president, G. W. Hughes of the Clinton *Register;* second vice-president, B. E. Pinkerton of the Rossville *Press;* third vice-president, A. T. Cowan of the Polo *Tri-County Press;* secretary, J. M. Page, *Democrat,* Jerseyville, Ill.; Treasurer, Terry Simmons of the Marseilles *Plaindealer;* member of executive committee, Charles Warner of the Hoopeston *Chronicle.*

Secretary Page's election was for the twentieth consecutive year, but under the constitution the treasurer can only serve two years in succession, and hence, although the retiring treasurer, Eugene L'Hote, had made an exceptionally excellent record, another good man was elected as his successor.

THE NEW PRESIDENT.

J. M. Sheets, the newly elected President of the Illinois Press Association is younger in years than have been the majority of his predecessors in the office, at the time of their election, and they have grown no younger since. He was born in the city of Oblong, Crawford County, Illinois—where he now conducts his newspaper—March 29, 1875. His training was in the public school and high school and he prepared for newspaper work by entering the service of Uncle Sam as assistant postmaster at the age of nineteen years and succeeding to the office of Postmaster W. H. King at the end of two years. It is wiser to graduate from a postmaster's office than to graduate from being a newspaper publisher to that of being a postmaster by reason of some service rendered either a party or a politician. The right

kind of a young man can learn a good deal in a postoffice that will prove valuable in the publishing of a local paper or could have so learned from 1894-1896. It afforded a good opportunity for forming acquaintances and learning "Who is Who." He established a good reputation for thoroughness in his work and is said to have broken all records in handling mails. In 1896, he passed a thorough examination before the United States Civil Service board for a clerkship and was placed on the eligible list for appointment to a postal clerkship but, fortunately for him, a full list ahead prevented his appointment. It would have been a misfortune and contrary to all sound principles of economics to have spoiled the timber for a good newspaper editor and his opportunity for the life of usefulness and influence rightly belonging to the calling, by keeping him at throwing letters and papers into mail bags.

Mr. Sheets is carefully studious and hence thoroughly informed in the affairs of the times and the principles that underly church, social, political and economic questions.

J. M. Sheets, President Illinois Press Association

He is a member of the Methodist Episcopal Church, of the Knights of Pythias, and Modern Woodmen, and of the Democratic and Illinois State Editorial Associations. As a speaker, he is fluent, entertaining and aggressive and has many calls to local platforms for public addresses. He will make an excellent President, and the members of the Illinois Association can anticipate a largely attended, enthusiastic and instructive convention for next year.

THE ENTERTAINMENTS.

Chicago has a reputation for liberality and hospitality in entertaining, and fully sustains the same on every proper occasion. A dinner was given on Friday evening, the following firms uniting in tendering the banquet to the members of the Association and their ladies at the White City: American Type Founders Company, Barnhart Bros. & Spindler, Sam'l. Bingham's Son Mfg. Company, Bradner Smith & Company, J. W. Butler Paper Company, Chicago Newspaper Union, Gutenberg Machine Company, Keystone Type Foundry, Latham Machinery Company, Mergenthaler Linotype Company, Miehle Printing Press & Mfg. Co., Moser Paper Company, Western Newspaper Union, Whiting Paper Company.

There were two hundred guests present and Mr. W. H. French of Barnhart Bros. & Spindler, made an appropriate address of welcome. The occasion was greatly enjoyed. Following the banquet, the beauties and wonders of the White City were viewed, and the Association badge was the open sesame everywhere. Wednesday evening the Messrs. Shubert extended an invitation to the Garrick Theatre to witness "A Man's World," in which the distinguished Mary Mannering is enjoying an immense success.

Thursday evening, the play of "The Lottery Man" delighted the editors at the Lyric. The play is an ideal one for a newspaper entertainment, as the basic idea is the fate of a newspaper man who offers himself as the prize in a lottery, on the coupon plan, in order to increase the sale of a book that he has written. Thursday afternoon, the American League Base Ball Club, through its president, asked the members of the convention to attend the game between Boston and the White Sox. The editors and their wives showed their interest in the great national game by attending in force and proved themselves genuinely American in spirit as first-class and enthusiastic "fans."

Among the hosts who were bent on giving the editors a time to be remembered, we noticed Geoge B. Lincoln of the Mergenthaler Linotype Company, who was out with his great automobile, showing the editors and their ladies the Chicago parks and boulevards, and there were others. Mr. Lincoln had traveled with his sightseers, 125 miles up to the middle of one afternoon and we do not know how much he exceeded this record on that and subsequent days. The editorial guests enjoyed the rides and so evidently did Mr. Lincoln himself. He is an enthusiast as an automobilist and recently made the journey with his auto to Philadelphia and back, on the occasion of the meeting of the United Typothetæ of America at Washington, and has regretted, ever since, that he did not go by auto all the way, but some man who had just been over the route from Washington to Philadelphia discouraged him in a report as to road conditions so that he took the cars from Philadelphia to Washington and return to that city, though he wanted the machine every day while he was in the National Capital and found that his informant was probably only a boulevard driver who never before had been out of Washington and did not know a good road when he saw it outside of the best asphalt pavements in the world.

Brief Notes

S. W. Garnett of Flint, Mich., is the new editor of the Whitehall, Mich., *Forum,* W. W. Bristol, the former editor, having been compelled to retire on account of poor eyesight.

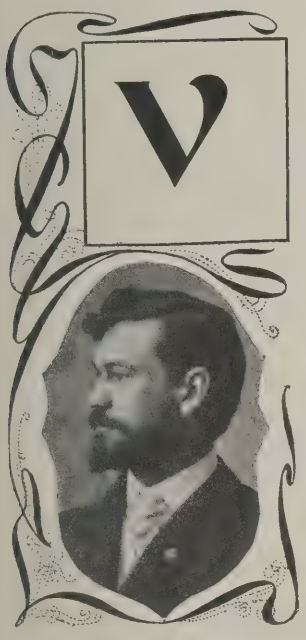
Suffering from a fever contracted while touring South America, James M. Pierce, publisher *Iowa Homestead,* Des Moines, Ia., has been seriously ill at his home ever since his return. Serious fears were entertained for his recovery for several days.

George E. Roberts, president of the Commercial National Bank of Chicago, and former director of the mint, will make the principal address at the meeting of the Upper Des Moines Editorial Association, to be held in Iowa City on July 7th and 8th.

Southern Iowa editors will gather in Des Moines on July 21 and 22 for their annual convention. O. W. Hull, secretary of the Southern Iowa Editorial Association, has notified Sectary Geis Botsford of the Commercial Club, that the invitation of Des Moines had been accepted.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



VERY appropriately following that which I said in an introductory way in last month's installment of "Newspaper Criticisms," comes a contribution from Editor W. W. Maltman of the Wood River Nebraska, *Sunbeam*. Along with the papers came a letter which I would not have lost for a dollar; but this has been an unusually strenuous time with me, and, as a consequence, I have had to depend on others a great deal to take care of my mail, etc; and, as might be expected, some very valuable things have been mislaid or lost, among them this very interesting letter from Brother Maltman. I am still optimistical enough, however, to thank my lucky stars that I am able to lay my hands on the papers. Editor Maltman is an advertiser. He's not only an advertiser thru his own sheet, or alone by means of booklets, brochures, blotters, and other things issued from his own shop, but he's an advertiser thru the columns of his contempoaries. Like the true philosopher that he is, I recall that he declared in the letter alluded to, that he could reach his readers easily enough thru the columns of the *Sunbeam*, but the only way he could successfully get his proposition before the people that were not already his patrons was thru the pages of other papers. It is indeed funny that this extremely simple fact has not taken possession of the minds of many more of the newspaper fraternity. In exhibit No. 1 may be seen a reproduction of Brother Maltman's big advertisement that he ran in the Grand Island *Daily Independent*--bought his space and paid his cash for it, just like any other legitimate business man. The trouble with a great many of us newspaper men is that we are ever on the alert for "something for nothing." We pretty nearly all know that advertising pays, and pretty nearly all of us would use a lot of advertising space in other papers if it didn't cost us anything. But we cannot tolerate the idea of paying hard cash for anything in our own line--a very absurd thot-habit, I am sure. Why, I know many a country editor who never subscribes for a magazine, not even a trade journal, simply because of this foolish habit of expecting everything of this nature on an exchange basis. It is high time that we threw off this worn-out fault and stepped into the line with modern business men. I do not know whether the reader will be able to decipher the words of this reproduced advertisement of Brother Maltman, or not; but if he can, I am sure that he will agree with me in the opinion that Editor Maltman is extraordinarily successful in carrying the genius of his newspaper man's mind into the ad-writing field. This ad is almost like a personal interview—it is almost like the man Maltman's speaking to you face to face—and that's the sort of an ad that wins, because it convinces. What

I've Got Two Propositions to Make

MALTMAN.

If You Are An Advertiser and Anxious to Reach the Best People in West Hall County---This Will Interest You

I Can Carry Your Message to Them Better Than Any One Else

That's straight, from the shoulder there's not a bit of blue sky about it. I'm ready and willing to back it up, ready and anxious to make it good. And all I want, is a chance to do it. No matter what business you are in, if you've got a good honest proposition to present to a well-paying, prosperous [illegible] I want to help you. And I can [illegible] that I can do it too. If you want the proof [illegible] me.

Why I Can Save You Money

I'm printing a mighty good paper—so most folks tell me—and this paper goes into the best homes in the west half of Hall county. It's a different kind of a visitor than most country papers. It's welcome. Every subscriber on my paper subscribes for it. He takes it because he wants it in his home. He and [illegible] read it. They read the messages from my advertisers. Sure they do. These messages must be from me, straight from the shoulder, business talks, else they don't get space in my paper. I've turned them down because some look "shady". If the ad is good and the advertiser reliable—then I want them. If not no.

When I take an ad from a man for my paper I guarantee it to get him results. If no results, then I will willingly, gladly, cheerfully return him every cent it cost. I insist that my paper makes good with the advertiser. Can you ask for a better proposition? Can you reach a better class of customers than these prosperous people of the Wood River valley? I don't believe you can. I want your ad. A post card will bring my rate card and more reasons why your ad will bring you business. Write me today.

MALTMAN

Who Makes The Wood River Sunbeam Bring Results to Advertisers.

If You Enjoy Reading A Better Country Newspaper--- That's Clean---That's Good and Wholesome

Then I Want a Moment of Time While---

I tell you something about my paper—The Wood River Sunbeam—that's making the people of the west end of Hall county happy every week. Now if you enjoy reading about the prosperity of Hall county farmers, about the richness and productiveness of our soils; the fatness of our herds, the bigness of our grain bins, the happiness of ourselves—then you really ought to read my paper. Because Hall county is a wonderful county and every week The Sunbeam unfolds something about its wonderfulness that you really ought to know.

How To Get This Paper

There's only one way that you can get it. Subscribe for it, and when you do, plank down one plunk that will put your name on the list of Progressive Folks for one year. This paper of mine won't go to a single soul who doesn't pay cash in advance for it. If at the end of the year, you feel that you have been buncoed, been swindled out of this dollar, just whisper to me this fact and I'll return your dollar willingly and give you one more for interest. I KNOW my paper is worth a dollar for a yearly visit to any man on earth who enjoys wholesome reading. So I'm not afraid to make this proposition to any one.

I've got a big bunch of subscribers already—every one of them paid-in-advance—and I won't be satisfied until I get my paper into every home between Grand Island and Shelton, and so if you feel the need of a welcome visitor to your domicile that will never tire of preaching of the goodness of Nebraska and of Hall county in particular, I don't want you to wait any longer. Send along that dollar today. But if you're from Missouri, send me a postcard and I'll mail you a copy or two of these scriptures of mine just to impress you that I am not trying to run a bunco game. Write me today.

MALTMAN

of Wood River, Who Guarantees The Sunbeam to Make Good With Its Readers.

No. 1

he says in that vis-a-vis interview is rich, too. It's so different from the kind of stuff to be met with in the ordinary newspaper ad. And I need not add that more than anything else nowadays it is originality that counts. The man who can say things differently in his advertising, who can do things differently in his work, that is the man who is never crowded in the world simply because he occupies the high places.

And I am unreserved in saying that Mr. Maltman's originality is not limited alone to his advertising. He

THE WOOD RIVER SUNBEAM.

If You Like This Paper Tell Your Neighbors if Not Tell the Publisher It is Your Paper and We Want You to Appreciate It

WOOD RIVER, NEBRASKA, FRIDAY, MAY 6, 1910

COUNTY CLERK POELL RESIGNS

Voluntarily Steps Out as Soon as Successor, Richard Buenze, Can Qualify and Secure Bonds.

MERELY MENTIONED

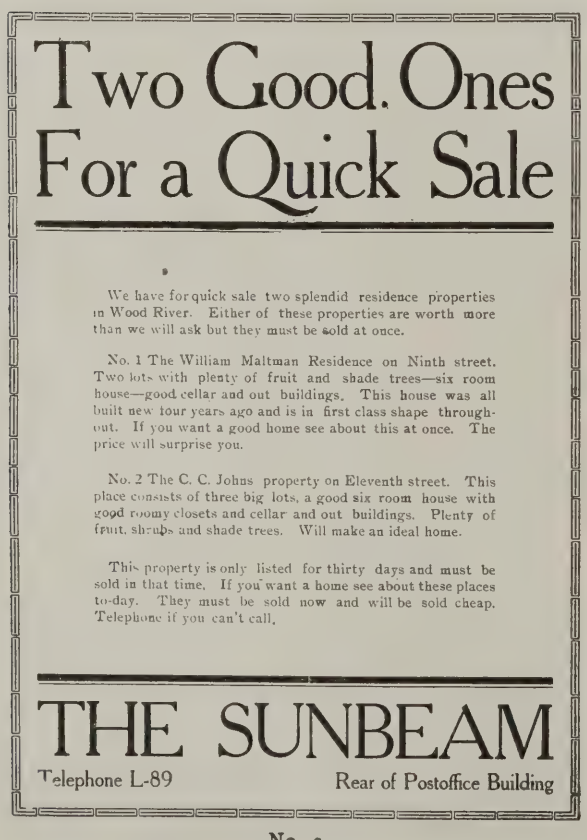
ROAD MATTERS ARE SETTLED

County Board Holds an Interesting Session—Langan Road Case is Finally Adjusted.

YOUNG CAIROITE SHOOTS HIMSELF

THE CONTEST TO CLOSE JUNE 4TH

No 2



Two Good Ones For a Quick Sale

We have for quick sale two splendid residence properties in Wood River. Either of these properties are worth more than we will ask but they must be sold at once.

No. 1 The William Maltman Residence on Ninth street. Two lots with plenty of fruit and shade trees—six room house—good cellar and out buildings. This house was all built new four years ago and is in first class shape throughout. If you want a good home see about this at once. The price will surprise you.

No. 2 The C. C. Johns property on Eleventh street. This place consists of three big lots, a good six room house with good roomy closets and cellar and out buildings. Plenty of fruit, shrubs and shade trees. Will make an ideal home.

This property is only listed for thirty days and must be sold in that time. If you want a home see about these places to-day. They must be sold now and will be sold cheap. Telephone if you can't call.

THE SUNBEAM

Telephone L-89 Rear of Postoffice Building

No. 3

gets out a good paper, a newsy paper, a well printed paper—a paper so good, so newsy, so well printed, that, as he boasts in his advertisement, his subscribers take it because they like it and read it, and, last but not least, they all pay for it—in fact, (we have Maltman's word for it) that's the only way they can get it—by planking down a plunk in advance. Mr. Maltman, I am pleased to note, appreciates the value of a clean front page, and maintains one that is clean enough to delight the heart of the veriest fanatic in this line. He also appreciates the advantage of keeping the mechanical end of his shop well supplied with modern equipment—such as up-to-date type faces, etc. As a consequence, combined with skilled fingers, the displayed portions are also delightful. There's practically but one thing to kick about in the *Sunbeam,*

Housecleaning?

Of course you are and you will want new curtains for at least one of the rooms. We have just received a splendid New Spring Line of Curtains, Nets and Scrims. We can satisfy you with any priced curtain you may want. Our $1.35 Lace Curtain is an exceptionally good value.

New Lace Curtains

$1.35, $1.75, $1.90, $2.50. $3.50 and $5.00

The Season's Latest

We are also showing a very attractive line of Art Denims and Silkalines. They are just what you have been wanting to make those dainty curtains and other "fixins" around the house.

You will find our entire dry goods department chuck full of the season's latest fabrics. And here's something to remember--You can always do a little better at Sherrerd's on everything you eat and wear

S. A. SHERRERD

Everything That's Good to Eat and Wear

No. 4

and that's the irregularity followed in the imposition of the ads in the other home-printed pages. These are scattered by the make-up here and there throughout the pages, so that each is virtually an island of display surrounded by a sea of straight matter—a practice which I am convinced is of no more benefit to the advertiser than it is pleasing to the eye of the cultured reader or printer. (Exhibits 2, 3, and 4.)

GERING, NEB., April 9, 1910.

O. Byron Copper, De Soto, Wis.

BROTHER COPPER:—We have recently installed a junior linotype, and while you have seen the *Courier* a few times when printed under old methods, think you may be interested in seeing it now after getting partly settled down to slug work. I think there are a good many publishers using the junior who do not get real typographical results from it, but I am trying it, and I believe we are going to make it. Of course, we are not yet experts, but I honestly believe we have not injured the appearance of the paper by any use we have made of machine work so far. Take special notice of the use we are making of slugs in advertising. You can easily detect it—we have a two-letter machine with blackface for both 8 and 10, so you can't go

wrong on picking it out if you care to take time. Besides doing our own composition, I am already handling job composition regularly for three or four other papers, and only put in the machine in February.

With best personal wishes, I am,

Yours fraternally,

A. B. Wood.

Watching the progress in the perfection and advertising of the Junior Linotype, and fairly well acquainted with the effectiveness of its work and its perfect adaptability to country newspaper offices, I am not surprised that the revolution which it is bound to accomplish in country print-shops is dawning, as so ably witnessed in the pages of this contribution from my old-time friend, Editor A. B. Wood of Gering, Nebraska. Over the title and across the first page of the *Courier,* set in the black face from the "Junior," I read that "Every line on this page except the heading is machine cast—which proves the revolution in method being made by our new Linotype machine." Exhibit 5 shows this remarkable page. As Brother Wood has suggested in his foregoing letter, the Linotype can be utilized to a very telling ad-

EVERY LINE ON THIS PAGE EXCEPT THE HEADING IS MACHINE CAST—WHICH PROVES THE REVOLUTION IN METHODS BEING MADE BY OUR NEW LINOTYPE MACHINE

Oldest Paper Under Continuous Ownership in the Western Portion of the State

The Gering Courier

Only Paper at the County Seat and Works the Prize in Every Citizen of County

TWENTY-THIRD YEAR—NO. 49 GERING, SCOTTS BLUFF COUNTY NEBRASKA, FRIDAY APRIL 1, 1910 $1.00 PER ANNUM

No. 5

vantage in advertisement composition as well as in the setting of straight matter, and, while of course, for real fine effects it is doubtful whether anything will ever be devised that will equal handwork, yet in many instances, slugs are entirely satisfactory in ad work. The trouble is, that where there is a machine, many lines are forced upon it which would look far better hand-set in a larger face than the machine is able to produce. This criticism will apply strikingly to several of the displayed spaces in the *Courier,* where the long primer black face has been made to appear in spaces entirely too great to look well. The effect is empty and suggestive of compositorial shiftlessness.

Asheville, N. C., May 16, 1910.

Friend Copper:—It has been quite a while since I have had the opportunity to contribute anything to your Dept. of N. P.-J., so am submitting a few specimens turned out by the office of which I am foreman.

We get out a weekly (Blk. Mt. *Record*) of which I enclose three copies—one marked "regular," one marked "special" on account of using book paper, and the last issue the publisher decided to use "patent outside," we only printing inside pages Which is the best?

Am also enclosing a copy of the *Daily Christian Advocate,* which we are getting out daily for the Methodist Conference. We print several monthly papers, have two or three city directories in all the time, in addition to briefs, college catalogues, and small work of every description, so we don't have any time to "spread" ourselves. I don't do any mechanical work myself, but of course I "lay out" the majority of the work. Our equipment consists of 2 linotypes, 2 cylinders, 5 jobbers.

Fraternallly,

Howard C. Hull.

It may not be considered germain to the subject matter of a department of this character to indulge in personalities, but I cannot forego the remark prefatorial that I am indeed pleased to hear again from this friend whom I have watched develop from a crude but original novice into a fine, finished printer of much skill and some fame. The question which I am required to answer is an easy one: "Which is the better of the three newspaper specimens submitted?" The one marked "special," of course. But it is better only in stock than the one marked "regular," and, since the latter is more practical, that is the one I should recommend to follow. Where a publisher is so situated that he can run an all-home-print sheet, where he has the proper press facilities and the patronage that will support such an enterprise, I think it is the only strictly modern and proper thing to do; hence, my disapproval of the patent outside issue. The clean front page, the excellent impression, the live contents, bright editorials, neat typography and generally fair make-up, are all features in the *Record* to be highly admired. The *Daily Christian Advocate,* copy of which Brother Hull has also enclosed me, is likewise very neatly and nicely gotten up. It could not easily be otherwise with so able a printer back of it to direct its making.

Forsyth, Mont., May 12, 1910.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Inclosed find copies of our paper for criticism.

Respectfully yours,

Ira Cole.

My correspondent as above subscribed, is the editor of the Forsyth *Times-Journal,* while J. A. Kuhn is the publisher. His letter is not very much—and I have quoted it either from force of habit, else to convince at least the compositor who sets these lines that the contribution came voluntarily, and was not stolen from a pile of exchanges. There's no one familiar with the *Times-Journal* who'd gainsay me in that it is a fine wide-awake sheet—particularly in point of contents; and, comparing the issue of March 24 with that of an edition of May 5, I am agreeably impressed to note that a more modest and less scarey typography is being adopted. For weekly papers I don't like to see anything too loud in the way of heads. The *Times-Journal* is a large paper—seven-columned pages and eight of them, all home-set and chock full of fresh, readable, high-class stuff. The matter is all machined and other evidences of modern equipment are seen on every page. The news columns of this paper are interesting enough, and well worthy of any praise that I might feel moved to inscribe; but most of all have I been interested and moved to more than ordinary admiration by the editorial page. This is an exception to the rule that "the best things are done up in small parcels," for, while there is almost a pageful of these editorials, yet amongst them I find some of the best wit, some of the finest reasoning, and some of the ablest discussion of matters of current importance and concern, all couched in the easy, fluent idioms of the times. In the course of one of these editorials on the subject of the reappearance of an occasional news item of

earthquakes in the vicinity of San Francisco as an evidence that the Pacific Coast has regained control of its nerves, Editor Cole voices a theory that is entirely appropriate quoted here:

"For a time it was agreed, apparently, that items of this kind should be suppressed, not only by the press dispatches but by the local newspapers. The result was that private letters and conversations magnified every trivial tremble into a dangerous quake. The public is slow to understand that the easiest way to spread the news of an unpleasant incident is to keep it out of the newspapers. Information then spreads in underground channels with the speed of a pestilence, and becomes distorted and magnified on every mile of its travels. With all their faults in dealing with the world's news, the newspapers neutralize ten lies for every one they put into circulation."

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you last week's issue of the Wimbledon *News* for criticism. The *News* is published in a small town of about 600 people and the enclosed sample is about the average issue. From a little 6-col. folio and the cases filled up with old and worn-out type and about half of that not on the point system, I have built the plant and business up to what the enclosed sample shows in a little over thirteen months.

Yours truly,
J. O. CARTER.

The "enclosed sample" which Brother Carter mentions in the above letter, shows that the plant of the Wimbledon, N. D., *News,* is today right up to scratch in every particular. Modern faces and borders, good presswork, etc., make a paper that the publisher need

ALL shoes look well on the shelves; you can judge a pair of shoes best after you've worn them.
When you buy a pair of Selz shoes you are buying shoes that for thirty-nine years have held a reputation for all that is good in shoes; they're built on honor by makers who cannot be tempted to cheapen them in a fraudulent way. That is the reason they are the largest makers of good shoes in the world.
Selz shoes here.
SELZ
Joos Mercantile Co.

No. 6

not feel ashamed of when sent abroad—even to expert critics. That he has been able to accomplish so much in so short a time, is a pretty fine tribute to his ability as a newspaper man. The *News* consists today of ten six-column pages, replete with an abundance of live reading matter and attractive ads—lots of ads like that shown as Exhibit 6, and full-page ads like that shown as Exhibit 7. They speak for themselves, and likewise themselves speak for the type equipment of the shop and for the skill of their maker. It is altogether a very creditable paper Brother Cole is giving the people of Wimbledon, and it is pleasing to note that the people of Wimbledon, at

Exhibition of Spring Merchandise MONDAY
Easter Spring Opening
Exhibition of Spring Merchandise MONDAY
We announce that our preparations for the Spring season are now complete. After our mid-winter clearance sale, which was a record breaker, it being the biggest and best sale we ever held in every-body that was there will tell you. We have decided to hold this EASTER SPRING OPENING beginning MONDAY, MARCH 14 and ending March 26. During our last sale we cleaned out every odd an end and out of date piece of merchandise in our store, in many cases giving things to you for just one-third what they were worth. But we are willing to do this once a year, for most of you know by this time that we are firm believers in a clean and up-to-date stock, so you can come to our store for at least one year and feel satisfied that you are getting the very latest and best that money can buy. On our trip to market including Chicago, St. Louis and the large buying centers, we have purchased large quantities and splendid assortments of beautiful garments and materials of every kind embracing every new idea or creation, that has been approved by the fashions of fashions. We have exercised our best judgment and usual care in the selection of our spring stocks and are confident that you will approve the styles and qualities we present for your inspection.
WE INVITE YOU TO VISIT OUR STORE ON MONDAY, MARCH 14, 1910
We Will Hold Our Millinery Opening on Monday, Mar. 21
Invitations Will be Sent Out Later
Our Coat and Suit Section was never so complete with beautiful garments as now.
New Spring Waists
$1.25 to $8.00
Headquarters for the Prettiest Wash Goods in the City.
White Goods
Laces and Embroideries
Foulard Silks and Pongee
Special Sunkist ORANGE SALE
FREE Orange SPOONS
Save wrappers from SUNKIST ORANGES
GROCERIES
NOTIONS
Something for Nothing
WATCH THIS SPACE NEXT WEEK.
An appeal to the Young Men of Wimbledon now right before Easter.
Spring Suitings
DENNSTEDT BROTHERS CO.
WIMBLEDON BARNES COUNTY NORTH DAKOTA

No. 7

least those engaged in business—are showing their appreciation with a liberal patronage.

NECHE, N. D., May 21, 1910.

O. Byron Copper, De Soto, Wis.

DEAR FRIEND:—It is some time since I have sent in anything to your department for criticism. I am enclosing two ads which have appeared in late issues of *The Chronotype.* Any criticism, adverse or otherwise, will be appreciated.

Your sincere
HOMER FADDEN.

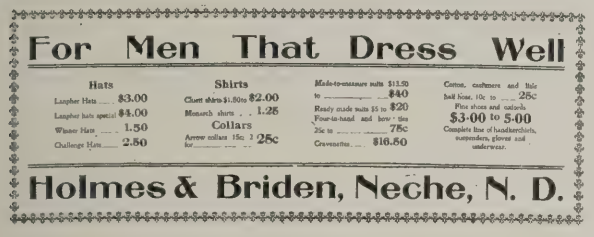
These are regular Lampman-Fadden examples—these ads from Brother Fadden—and both possess the same fault censured in one of the last specimens

FOR THE HOUSEKEEPER
BED SHEETS PILLOW CASES BED SPREADS LINEN TOWELS LINEN CRASH CURTAIN SWISS
Carpets
Wall Paper
Linoleum
Rugs and Mats
Window Shades Lace Curtains Drapery Goods
Sash Rods Vestibule Rods Curtain Poles
Japalac Alabastine House Paint
Liquid Veneer Berry Bros. Varnish Linoleum Varnish
GOLD PAINT ALUMINUM PAINT PAINT BRUSHES WALL BRUSHES LION BRAND FLOOR PAINT
J. LaMOURE & COMPANY NECHE, NORTH DAKOTA

No. 8

reviewed for this same friend: They would have appeared neater, stood out better and have been more desirable in every point of view if each column between the head and tail had been empaneled. This is a very simple process, and where light rules are

employed it lends a dignified effect scarcely achievable with other schemes. There was a time when I did not object to, and even admired, a two-point face for rule in ad work; but of late I have learned to eschew the use of such bold face material, preferring in its stead a two-point rule with a one-point beveled face. This kind of rule is easily manipulated in all


For Men That Dress Well
Hats
Laspher Hats $3.00
Laspher hats special $4.00
Winner Hats 1.50
Challenge Hats 2.50
Shirts
Cluett shirts $1.50 to $2.00
Monarch shirts 1.25
Collars
Arrow collars 15c 2 for 25c
Made-to-measure suits $13.50 to $40
Ready made suits $5 to $20
Four-in-hand and bow ties 25c to 75c
Cravenettes $16.50
Cotton, cashmere and lisle half hose, 10c to 25c
Fine shoes and oxfords $3.00 to 5.00
Complete line of handkerchiefs, suspenders, gloves and underwear.
Holmes & Briden, Neche, N. D.

No. 9

classes of work, and gives an effect of neatness and cleanliness to the work that should be much sought after. In all composition what the compositor should ai mto attain is a setting in which the type employed will come out in the printing as the most prominent figure in the job. This is possible only by the use of the finer faces of brass rules.

SYCAMORE, O., May 20, 1910.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am mailing you this week's copy of the *Leader* so you can see what the little fellows in 1,000 towns occasionally do. An unusual amount of matter was set with the regular force and "out on time" too.

We publish Thursday and aim to make the 2:29 p. m. train. High school graduating exercises were held Wednesday evening and we gave them about five columns. The primary election was held on Tuesday and some of the returns we could not get until Wednesday night. A sudden death also took a little time, the funeral being held at 10:30 Thursday morning. We always have a column of late locals and a few advertisers who are always late. This week we set eight columns of ads after Wednesday morning. Print six pages at home, making three runs, owing to a small press. Have four hands, two good ones and two apprentices.

A year ago a two days' session of the farmers' institute closed on Thursday afternoon at three o'clock and many of our subscribers came from the hall to the *Leader* office and were given their papers ten minutes after the institute closed and containing a full report of the afternoon or closing session. Hand composition, too.

We enjoy reading your department and pinch many a good idea. Very respectfully,

H. C. RAMSDELL.

The preceding missive from Brother Ramsdell goes to show, I guess, that they're not so slow back in Ohio, either. The *Leader* is a six-olumn quarto with two ready-printed interior pages and very creditable throughout. I must congratulate its publisher on the fact of his fine, clean front page, and likewise on his abundance of county correspondence, than which nothing can be more potent in increasing a paper's popularity. I like the modesty in evidence in the typography of the news columns of this sheet, and, while the advertisement composition is strong and regular, the fault cited in the foregoing paragraph, of using too bold a rule face in connection with the type, is very conspicuously in evidence. We printers must learn to be more discriminate in this use of black rule. It is one of the big secrets of success.

WATSONVILLE, CAL., May 16, 1910.

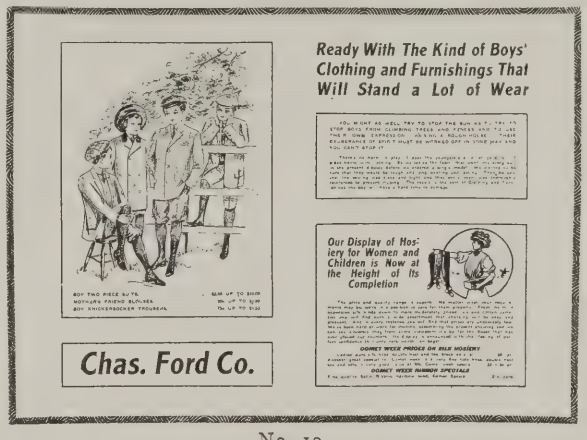
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Some time since I sent you for review a copy or two of a little store paper on which I am doing all the mechanical and a part of the literary work—the *Spreckels Enterprise*. To this date have seen no mention in the N. P.-J., but presume pressure of other matters has crowded it out. Since then I have taken a position with the *Daily Register* of this city, and among my duties is the setting of about all the advertisements. I am sending you under separate cover a copy of the *Register*. Also I am sending you clippings of several ads I have set since coming here, and will appreciate any suggestions you have to offer. I am also sending you copies of recent numbers of the *Enterprise*, which I am printing here on job press. The paper of course is too small to allow of any individuality in ad composition, but I would be glad to have you criticise the general appearance, make-up, and news service.

Fraternally.

RUDOLPH A. WILSON,

Without stretching the truth I can say that Brother Wilson is doing some very creditable ad-work for the Watsonville *Register*, a typical western sheet in which the heads tell more than half the story. His ads bring to mind again a subject touched upon elsewhere in this installment, as pertaining to the advantage of machine-set matter in connection with advertisement composition. The ads of Chas. Ford Company are the first to be met with in my hurried examination of these papers, and in Exhibits "10 and 11" we have what I have deemed the best of the lot. These show a pretty conservative use of the machine


Ready With The Kind of Boys' Clothing and Furnishings That Will Stand a Lot of Wear
Our Display of Hosiery for Women and Children is Now at the Height of Its Completion
Chas. Ford Co.

No. 10

May Festival Values
"Your money's worth or your money back"
Graceful, Cool Wash Dresses
For the summer days. The fit and comfort to the wearer of these beautiful dresses which we sell are alone worth the price we ask. You get grace and quality also at prices that will tickle economy into a hearty laugh.
$1.50 to $2.50 Each
Popular Dress Goods
PRACTICAL STYLE WAISTS
CHAS. FORD CO.

No. 11

gothic, but in one or two others I detected a straining of this service. There is always the temptation, especially on rush days, to make the machine set many a line against the better judgment of the compositor, simply because it can be railroaded that way. Where the office is equipped with a machine that can supply pica faces as well as long primer, brevier and nonpareil, as some are, the man who lays out the ads can, if skilled in the work, save a lot of hand set-

ting and still come out with pretty presentable results. With only the one face to utilize, however, Brother Wilson has done remarkably well. Regarding his Spreckles *Enterprise* specimens, this little publication was pretty thoroughly considered in last month's department, all that was said then being quite appropriate to these later issues.

BARRINGTON, ILL., May 30, 1910.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am mailing you under separate cover a copy of our latest issue for review and criticism through your department in the NATIONAL PRINTER-JOURNALIST. We have had an unusually large amount of job work lately and the paper has been sadly neglected, so that it is not up to our usual standard.

The *Review* composing room and job office is run in connection with a lime, cement, and paint business, and the cylinder press room is located about a block distant. I am 20 years old and do most of the work, editorial and mechanical, being assisted only by a young man two years my junior. I have never worked under or with an experienced printer, so that you see my entire knowledge of the business has been gained through my own experience and study of the trade journals. I mention the facts, not as excuses for any faults you may point out, but so that you may thoroughly understand the situation. I desire, particularly, advice concerning the make-up of the paper.

Any help you may give me will be greatly appreciated.

Yours very truly,
L. B. PADDOCK.

With a full knowledge of the circumstances in hand, as set forth in the fore-quoted letter, it would be unjust to pounce upon this contribution with one's most caustic thoughts; still a critic should ever bear in mind that the only benefit he can expect to impart is through correction of such errors as he is able to disclose. I want to begin my consideration of the Barrington *Review* by stating that I have seen hundreds of newspapers far below the standards set by this sheet. Fine taste is manifest in the manner of making up the first page, and keeping it chaste from displayed work. While the advertisement composition is lacking in any degree of remarkable excellence, nevertheless it is clean, strong and well whited out, which is a great deal more than I have been able to say for that of many another paper which I have been called upon to review. Since my contributor has asked that I speak particularly as pertaining to the mechanical makeup of his paper, I will say that the best results are attainable by placing the largest ad at the lower right-hand corner of each page, over this impose the next largest ad, and so on until the page is topped out with the smallest specimen. Following this plan, to the left of each of these ads can be inserted a smaller ad, beginning with the largest at the bottom, as before, so that when through each ad-space may be bordering on pure reading matter—or, at least, by following this plan, the greatest possible number of ads can be got in next to reading matter. About the only thing that is radically wrong with the first page of this sheet is the way in which the double-deck heads are set, or more properly speaking, the manner in which triple-line inverted pyramid is leaded. A nonpareil slug, or even four points, would be a great sufficiency of space between these lines. A trifle heavier impression would improve the print, too.

VEBLEN, S. D., May 26, 1910.

O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—I appreciated your criticism so much when I sent in a copy of the *Advance* some months ago that I have sent you another for the same purpose. Then, too, I remember you invited me to do so. We are still pushing along, endeavoring at all times to keep up the standard of our little paper and live up to the motto I established, "The Best Efforts for the Best Paper."

I will appreciate anything you may see fit to say regarding the appearance and general make-up of my paper through the columns of your worthy page in the N. P.-J., and will do my best to profit by your criticisms. That is my reason for sending the paper.

From the appearance of the body type in the paper would you consider it worth while to change and put in new faces. I have been considering this for some time, but it costs a great deal to make the change and the print seems fairly good to me.

Thanking you, I am,

Fraternally yours,
HARRY E. POLK.

On the whole, Brother Polk's little paper has many a good, commendable feature; but it's too bad those displayed ads are still permitted to remain as a mar to the front page. I know what the excuse is: "Too much advertising and too small a paper." Bah! I have a paper of just the same size, and, if anything, a good deal more advertising most of the time; yet I never ran a displayed ad on my first page. In such matters, "where there's a will there's a way." An extra insert can be gotten out with but a little special time and expense, occasionally when an exra run of advertising may require it, and the higher esteem in which the paper will be held by its readers, coupled with the better satisfaction to be felt on the part of the publisher, are worth the extra cost and labor. There might be a trifle greater degree of uniformity maintained in the heads in this paper, and, while there is evident room for improvement in the composition of the advertisements, still I have no serious complaint to file anent this feature, believing that the compositor is striving his best to achieve good results, which in many instances is really the case. The *Advance* gives its readers a good deal of news and other reading matter, and generally this is worded in a fair style of English. And that Editor Polk is honest and working toward highly commendable ideals as an editor is proved by the following extract from one of his heart-to-heart talks with his readers: He is speaking of the perfidy of many present-day editors, and the not uncommon use of the syndicate editorial, when he says:

"But, fortunately, many newspapers are rallying to the front and awakening to the fact that a newspaper, to be of the greatest good in the world, must have ideas of IT'S OWN and express them as such, and place the other fellow's idea in a space apart from the editor's special column. We are proud of the fact that we are endeavoring, as our ability permits, to keep the *Advance* in such a class and we trust its policy may never change."

DUSHORE, PA., June 9, 1910.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—It seems good every time I write to someone in dear old Wisconsin as it is my native state. Possibly you know of my home town as a well-known summer resort, Lake Geneva, but this is getting far from what I wish to say.

The June number of the N. P.-J. has reached my desk today which came as a reminder that I must send you a copy of the *Review*. So under separate cover I am sending you two copies of the *Review*. One is this week's and the other I picked at random. In an early issue of the N. P.-J. I kindly ask you to tell me what you think of them, whether you make it flowery or knock it. Thanking you for whatever you may say, I am,

Yours truly.
L. R. TAYLOR.

Inasmuch as Brother Taylor and I are natives of the same state, I should certainly like to be able to

conscientiously praise his publication sky-high; but as much as I regret to have to admit it, there are various things that will not permit of such a pleasant course. Lest some one may carry away the wrong impression, I hasten to add that there are likewise several features in the *Review* that fully deserve all the praise I might desire to bestow upon any contributor, but through imperfect or improper mechanical treatment even many of these have been rendered only partly admirable. The way in which the title of this paper is treated is simply "rotten." The line above the title is all right, if it had only received the least degree of taste or skill in its construction. It is too big and bold, in the first place, and in such lines judgment should be exercised and the highest degree of uniformity kept by sticking to caps throughout, or to caps and lower case. This gives the aspect of simplicity so desirable, and no less admirable. The little squibs at either side of the title are all right in themselves, but they lack a border, either of some light-face foundry design, or of one-point rule. The date line is a little too prominent. A straight cap line would be better than the cap and small cap effect; and the setting of the subscription and single copy prices in the bold condensed Gothic is about as objectionable and inharmonious as one could well imagine, stuck in, as it is, with the clean, sharp-cut Roman and smooth, round Cheltenham. And, of course, any novice would tell you that the title should be separated from the date line by a rule of some kind, preferably by a single rule of about a one-point face. The headings

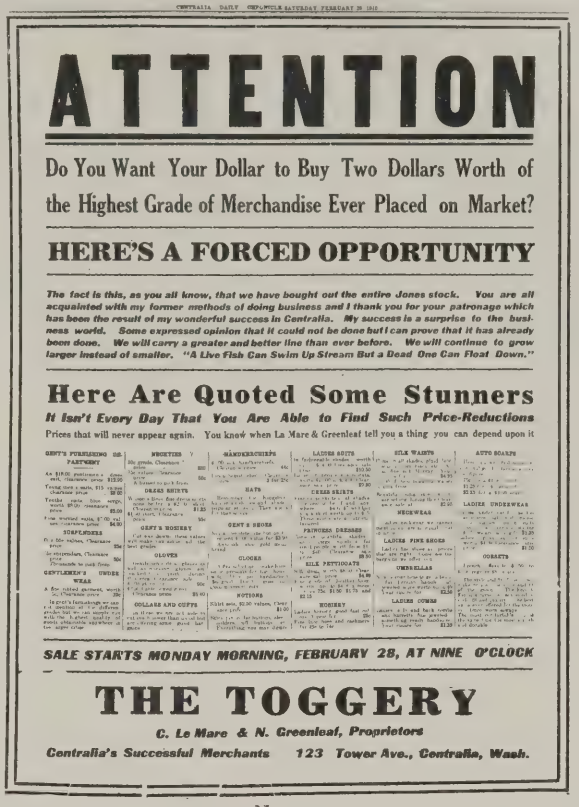
The Entire Store Is in Readiness For the Five Days Prior to Easter
Comprehensive preparations have been made for an active trade during the few days prior to Easter. Assortments of Spring Merchandise have been materially strengthened. This store's service is at a high state of efficiency, and there are the usual conveniencies that serve to make purchasing here a pleasure.
EASTER SHOWING
You expect to see the most stylish and beautiful garments for Easter, and when you come here to view our display you'll not be disappointed. The styles for Spring are attractive in themselves, and they are also developed in fabrics and colors that will please the most critical. The suits and coats that we are showing can be delivered quickly as you'll find when you try them on, that very few, if any alterations are required, on account of the perfect designing. Select a garment that becomes and fits you and you'll find, as you wear it, that the graceful lines are permanent — that the garment holds its shape. This very important point of merit is due to the high quality of garments
Suit Specials This Week $15 and $18
CHECKS and DIAGONALS
A pair of Kid Gloves will be fitted FREE of charge to each purchaser of a suit before Easter. An up-to-date dressmaking department is conducted in connection with the suit department. Give us a trial and be convinced that we mean what we say.
Your Figure and Your Easter Corset
New Easter Waists
Easter Price 75c
Easter Price $1.50
Easter Price $2.50
$2.75 to $5.00
Gloves for Easter Wear
Latest Arrivals in Neckwear
Easter Ribbons
Only Five Days Until Easter
THE FAIR
Only Five Days Until Easter

No. 12

employed over the news stories aren't so bad, but the setting of that squib about the contents in Cheltenham Bold, thirteen ems flush looks like the devil—had set it. Reduce this to ten or twelve point and put a neat six-point border or two-point rule around it, and the effect would be different. The manner in which the inner pages of the later edition are made up is commendable, especially as regards the arrangement of the ads, but the use of that horribly unsightly, black, antiquated, extended letter as a heading for the country news letters, is surely the limit. The make-up of the last page is less uniform, less systematic, and hence, less praiseworthy. The contents are first-class.

CENTRALIA, WASH., April 22, 1910.

DEAR MR. COPPER:—Just a line to advise you that under separate cover with this mail I am sending a few ad samples.


ATTENTION
Do You Want Your Dollar to Buy Two Dollars Worth of the Highest Grade of Merchandise Ever Placed on Market?
HERE'S A FORCED OPPORTUNITY
The fact is this, as you all know, that we have bought out the entire Jones stock. You are all acquainted with my former methods of doing business and I thank you for your patronage which has been the result of my wonderful success in Centralia. My success is a surprise to the business world. Some expressed opinion that it could not be done but I can prove that it has already been done. We will carry a greater and better line than ever before. We will continue to grow larger instead of smaller. "A Live Fish Can Swim Up Stream But a Dead One Can Float Down."
Here Are Quoted Some Stunners
It Isn't Every Day That You Are Able to Find Such Price-Reductions
Prices that will never appear again. You know when La Mare & Greenleaf tell you a thing you can depend upon it
SALE STARTS MONDAY MORNING, FEBRUARY 28, AT NINE O'CLOCK
THE TOGGERY
C. Le Mare & N. Greenleaf, Proprietors
Centralia's Successful Merchants 123 Tower Ave., Centralia, Wash.

No. 13

for criticism. If you should use any of them in reproduction would kindly ask you to send me the cuts, also bill for same

CHRISTMAS SALE
Good, old Jovial St. Nick will soon again make his appearance to our midst and this year will be no exception in the wonderful things he will bring from Christmas land. He has favored this store with an advance showing of "Gift Things" and his generosity in supplying us has known no bounds. Nearly every thing imaginable has found its way here from the haunts of dear old Santa Claus. And it's surprising to note the number of practical things that are suitable for Christmas presents—things that will be of service the year around. Of course in this announcement it is impossible to tell of everything in our large stock but many suggestions are given that will be of use to the ones who will take advantage of the wonderful offers at this time. A Merry Christmas is extended to all and a hearty invitation to attend this great shopping event.
Twenty-Five Cents
1-4 Off
Dec. 15 to Jan. 1
69 Cents
109 Tower Avenue Centralia
AUZLDRIDGE'S
109 Tower Avenue Centralia

No. 14

Am doing several stunts here from galley boy to machinist-operator, and really like it—in fact I fancy the business in all

its branches, always appreciating new ideas, suggestions, etc.

Thanking you very kindly, I remain,

Very truly yours,

E. KENNEDY (with *Daily Chronicle*).

This budget of ads from Brother Kennedy, are quite sufficient to place him among those in the ranks of the best artists of the craft. (Exhibits 12, 13, 14 and 15.) These specimens, particularly Exhibits 14 and 15, denote a highly developed taste and an extremely skillful hand. They have all the virtues of good pieces of ad-composition—balance, strength of display, legi-

EASTER SALE
Spring Fashions blooming in charming profusion at AULDRIDGE'S.
Every department is overflowing with new goods, and more goods are arriving daily. Never were we so well prepared for Spring or Easter Shopping as now. Our Immense Stock comprises everything for ladies and children the market affords, at prices everybody can afford. You cannot afford to miss this Big Sale. Read on and see our prices, then come in and be convinced that it's to your interest to do your Spring shopping while this sale is on.
Begins Now
Ends April 1st
Ribbons
Laces
Embroideries
Gloves
Corsets
Neckwear
Underwear
Hosiery
Shoes
Handkerchiefs
Spring Suits
Table Linens
Lace Curtains
Notions
Silks
Spring Waists
Silk Waists
Silk Petticoats
Dress Goods
Wash Goods
Bed Spreads
Hose Supporters
Telephone 244J
109 N. Tower Ave.
AULDRIDGE'S
The Busy Store
Centralia, Wash.

No. 15

bility, dignity, adequate white margins, uniformity, simplicity, attractiveness, symmetry and finish. It was a shame, however, that in No. 14 one of the little Christmas trees got turned upside down. The 13th specimen appeared originally in two colors, several of the main display lines having been printed in red. This enhanced its beautiy. The wide white margins achieved throughout this specimen make one of its most admirable features.

I have written about the Dallas County *News* of Adel, Iowa, before, but possibly many of you do not recall that it is a monster paper—being one of those abnormally large quartos of pages of eight columns each—and just lately Foreman Van V. Boyce (he of North Yakima comradeship) set a double page ad for this gigantic sheet that was really more than the ordinary undertaking. How well he succeeded may be seen from the miniature reproduction herewith presented. (Exhibit 16). As I have pointed out time and again in the past, setting an ad on such a huge scale as this is not one of the most enviable or easy propositions. One has to draw considerably upon his imagination to tell just what to do. Usually, on account of the normal equipment of the average office, one finds before he has well begun that he cannot be too choice in selecting the faces for his various lines. And there are a thousand other handicaps against first-class results. So, after the ad is done and a proof pulled the compositor kicks himself for some things that he did as well as for some things that he didn't do. Now, the

COME TO ADEL!
SELLING THE THE LEADER STOCK ADEL, IOWA commencing Friday, March 11th At 9:00 O'clock Sharp
READ AND REAP THE PROFITS NOW!
Store Closed Wednesday and Thursday to Invoice Stock and Mark Down Prices. Grand Opening on Friday, March 11, 1910, at 9:00 O'clock
Don't Wait, Be Here When the Doors Open. First Come, First Served
SELLING THE THE LEADER STOCK ADEL, IOWA commencing Friday, March 11th At 9:00 O'clock Sharp
KINDLY REMEMBER: The Greatest Portion of This Stock Will go at Less Than 50 Cents On The Dollar
You are Now Face to Face With the World's Greatest Slashing, Crashing Sale Ever Held in Adel, Iowa.
SPECIAL Friday morning, 9 o'clock $1.50 Wash Boilers will be sold at 39c each Special Hour Sales All Day
$45000 STOCK
Now at Your Mercy! Be There on Time!
SPECIAL 9 o'clock Friday morning 35c and 50c Graniteware will be sold at 7c each Special Hour Sales All Day
YES! INVESTIGATION IS THE FORERUNNER OF KNOWLEDGE!
Ladies' Tailor-Made Cloaks, Suits, Skirts and Waists
Ladies' Underwear Goes
WE REQUIRE 40 salespeople Apply Thursday Morning
EXTRA Special Offer
Beautiful 10 yd. Dress Pattern for 15 Cents. For 8 Days Only.
Domestics Have to Go
Dry Goods Stock to Go
Ladies' Cost Stock Goes
Ladies' Tailor-Made Cloaks Suits, Skirts and Waists
Ladies' Furnishings
Men's Department
Extra Special
Rugs
NOTICE
NOTICE TO THE PUBLIC
New Spring Dress Goods
Shoes
This is not a "Hurrah Sale" so called with regular prices. Not an ordinary sale where a few items are taken here and there as special leaders, but every article in this mammoth stock, from a paper of pins to a silk dress pattern, will be reduced in price, making it that which is with everyone's most careful consideration
This Wonderful Movement
Let Nothing Keep You Away. A sale that will gladden the hearts and homes of the people for miles and miles. Positively Nothing Reserved--no limit--stock must be sold--no matter what cost. This is your OPPORTUNITY.
100 MILES NOT TOO FAR TO COME. LOOK FOR THE COLORED TAGS. THEY TELL THE GREAT SAVING.
Look for the Big Signs
Western Clearing House Syndicate
Of America Selling the Leader Department Store Stock at Adel, Iowa.
Look for the Big Signs

No. 16

few strictures that I have to offer anent this big specimen from Brother Boyce are: First, the uneven spacing in the line, "Yes! Investigation is the forerunner of knowledge." There was no reason for allowing a greater space following the first word than elsewhere between words, and the effect is anything but pleasing. Second, the omission of rules between the various columns comprising the price list. I should have preferred seeing each of these in a panel. Third, the squibs at both ends of the signature would have been neater and better if centered in a neat box-panel. Brother Boyce writes me that he set this great advertisement in twelve hours and a half, only a part of the price list having been set on the Junior Linotype. Copy was practically all manuscript, too.

The Omaha and Council Bluffs Railway Company says its damage suits have been reduced 27 per cent by the advertising campaign carried on by the company within the past year. "Ads" showing how to alight from cars and how to prevent accidents have been running regularly in the newspaper there.

Continued from page 499

paigns, the methods used, with illustrations, will be given fully in our August issue.

One page in this June 18th number attracted our attention on account of just having read proofs of Ex-president Varner's address printed this month. The page was devoted to good road-making and described the "Split Log Device" for road-making that is mentioned and commended by Ex-President Varner. Every editor should procure and publish a description of this wonderfully cheap and simple invention and every publisher who has a spark of patriotism or even sense enough to understand how the advancement of the interests of his own county and every resident therein, will be of direct benefit to his paper, will devote a portion of his space, at least once a week to this cause of good roads.

* * *

The Democratic *Watchman* of Bellefonte, Pa., is one of the neatest, brightest and most attractive papers that has reached our desk within the year. It has rather the appearance of a literary publication, at first glance, than that of most modern newspapers that are rendered ugly by the over-use of large black-faced type. Scare heads are admissable in papers that are sold on the streets or on news stands. They serve to draw the attention of buyers and are a sort of hurrah advertising, commanding attention as do the voice of the auctioneer, the callings of the newsboys, the barkers at shows, or, to be more graphic, the dark storm-clouds, the flashing lightnings and rolling thunders in the heavens.

There is no such advertising reasons as an excuse for destroying the symmetry, beauty, neatness and tasty attractiveness of a home paper that is sold wholly through regular subscriptions and that is expected to occupy a position on library, sitting-room or parlor table in the well-ordered and well-kept homes. There is a refining influence in a neatly-printed page on clean white or cream-tinted paper and one like the *Watchman* because it is all that we have indicated as desirable in a home newapaper. We rather believe, however, that we would set the headings in caps instead of in caps and lower case.

The first column of the first page of this model home newspaper, is made up of short, pointed, breezy, editorial paragraphs on current matters, both local and general, running from two lines in length at the top to seven lines at the bottom. This column runs up to the top of the paper by the tasty heading and is headed with the name of the paper and the name of the editor, P. Gray Meek, followed by a column heading of "Ink Slings." The last column on this page is made up of brevities set in six-point under the caption "Spawls from the Keystone." The aptness and appropriateness of this is apparent when it is understood that "Spawls" signifies "Splinters or fragments of stone" and that "Keystone" is the name given to Pennsylvania by reason of its having been the central State, joining the thirteen colonies or States at the time of the formation of the American Republic. The column is composed of State News Brevities boiled down, carefully rewritten and edited. The heading and date line extends across four columns of the paper, with the motto of the paper, "State Rights and Federal Union" between. These four center columns contain headed editorial articles in three columns with extracts from exchanges, mostly of a political character, occupying the fourth. The editorial work shows care and ability, and the impression, from the start and throughout, is that the editor is endeavoring to give readers sound doctrine from his viewpoint and all the reading matter that he can compress within the pages of the paper. The second page is devoted to a poem, a selected story and miscellany. The first column of the third page is devoted to "Farm Notes," the second column to "For and About Women" and the remainder to miscellany and advertising—the advertising beginning at the bottom of the third column and occupying nearly all of the fourth, fifth, and sixth columns and the last column is given up principally to business cards. The beginning of the first column of the fourth page contains the name of the paper and of its editor, the date and the subscription price which is "paid strictly in advance $1.00, paid before expiration of the year $1,50, paid after expiration of the year $2.00." These rates ought to secure prompt payment. An officially signed announcement of a County political caucus follows, and there is one political editorial followed by obituaries, locals and notices of marriages. The fifth page is devoted to country correspondence and neighborhood and real estate news and advertising. The legal notices are all on this page. The sixth and seventh pages are devoted to miscellany and short stories and advertising. The advertising is set in neat, light face type and kept, throughout the paper, to the right of or immediately under the reading matter. The eighth page is devoted wholly to local news, personals and markets—the local brevities filling the first column and the personal mentions and markets the last two columns, while the other three columns are given up to the more extended local notices, among which we notice an interesting article on "An Old Home Week" for Bellefonte and Center County. The paper is printed on a good quality of book paper and the press work as well as the composition is first-class throughout. We have given this extended notice because we consider the arrangement of the paper and its execution most admirable and the paper a very nearly perfect model for an eight-page home paper. There is a page for everything and everything on its page. Editor Meek is to be highly congratulated.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

THE SIMPLEX NEWSPAPER PRESS

This machine is manufactured at Atlanta, Ga. and has until recently been offered to the publishers of the South only. The sales in that section go to prove that it is well adapted to the needs of the country office and the machine is now being offered by the Keystone Type Foundry to publishers in other sections. The experience of the users of the Simplex has been very satisfactory and as the machine is made in two sizes, (six column folio and six column quarto) to sell at a very low price it would seem that there should be a substantial field for the press.

The bed and cylinder drive and all attachments are so simple in design that it has resulted in a press which can be offered the publishers at a low price without a corresponding reduction in grade of material or workmanship. When the low price is due to simplicity in construction, publishers may purchase such machinery with full confidence in its ability to stand up under actual operation and provide a satisfactory service.

Information can be obtained from the nearest branch house of the Keystone Type Foundry. They have warehouses located at Philadelphia, New York, Atlanta, Detroit, Chicago and San Francisco.

* * *

The Publishers *Press in* order to extend its business has increased its capital stock to $500,000. The growth of the business of this organization has demonstrated that there is a field for a first-class, up-to-date Feature News and Syndicate Service, along the lines it has been working, and uncontrolled by any newspaper or combination of newspapers.

Its business has developed so rapidly that in order to meet the call for its extension promptly and satisfactorily it has been determined to increase its capital stock.

The meeting of the Board of Directors which decided upon this action, re-elected Mr. Curtis J. Mar as President and General Manager, and to his hand was intrusted the work of the further extension of the Service.

Many of the best papers in the country are now taking either the News or the Syndicate Service of the Publishers Press, and its list of clients is steadily growing.

Among the subscribers are, the Atlanta, Ga. *Constitution;* Oakland, Calif. *Tribune*; Portland, Ore. *Journal*; Denver, Colo. *News*; Mobile Ala. *Item*; Colorado Springs, Colo. *Telegraph*; Fort Smith, Ark. *Times Record*; Pittsburg, Pa. *Leader*; Jackson, Miss. *News*; St. Paul, Minn. *Pioneer Press*; Salt Lake City, Utah, *Tribune*; Dayton, Ohio *Journal*; Seattle, Wash. *Post Intelligencer*; Memphis, Tenn.*News-Scimiter*; Columbus, Ga. *Ledger*; Cripple Creek, Colo. *Times*; Louisville, Ky. *Courier-Journal*; Birmingham, Ala. *Age-Herald*; New Orleans, La. *Item*; Spokane, Wash. *Spokesman-Review*; Oklahoma, City Okla. *Daily Pointer*; Omaha, Neb. *Bee*; Beaumont, Tex. *Journal*; Winston-Salem, N. C. *Journal;* Boise, Idaho *Statement;* Boston, Mass. *Post;* Los Angeles, Calif. *Times*; Sioux City, Ia. *Journal*; Houston, Tex. *Chronicle*; Phiadelphia, Pa. *Ledger*; Duluth, Minn. *Herald*; Phidelphia, Pa. *Bulletin*; Tulsa, Okla. *World*; Louisvelle, Ky. *Times*; Youngstown, Ohio *Telegram*; Des Moines Ia. *Register and Leader*; Troy, N. Y. *Observer*; Augusta, Ga. *Chronicle*; Macon, Ga. *Telegraph*; Bellingham, Wash. *American*; Indianapolis, Ind. *Star*; Patterson, N. J. *Press-Chronicle*; Minneapolis, Minn. *Tribune*; Greenville, S. C. *Piedmont*; Enid, Okla. *News*; Clarkdale, Miss. *Register*; Hamilton, Ont.*Herald*; Vancouver, B. C. *World*; Van Couver, B. C. *Province;* Calgary Alberta *Herald;* Sacremento *Union*; Everett, Wash. *Tribune.*

* * *

"A treasury of art" would not be an inappropriate designation of the "Fiftieth Anniversary Specimen Book" of the Queen City Printing Ink Co, of Cincinnati, that has reached our desk in this beautiful month of flowers. It is within our recollection when such a work would have been prized, carefully preserved and lovingly exhibited as a veritable art treasure. Even twenty-five years ago such a showing of art with printing inks would have been impossible. Of course, the wonderful advance in half-tone engraving is an important factor in the possibilities of artistic accomplishment, but the ink maker has kept pace with the artist and engraver and made it possible to rival in effect, on the printed page, the most perfect oil painting—the highest attainment of the genius of the brush, palette and pigments, who "mixes his colors with his brains," aided by trained taste, eye and hand.

The object of the catalogue, "to present specimens of Queen City Inks of Superior Quality for every known purpose," has been successfully and most attractively and artistically accomplished. The subjects chosen for illustrations have been wisely selected. We were pleased to note that besides the art subjects, and the Queen City menagerie of animals previously shown in these pages, a large number of illustrations of mechanical and manufactured products, such as printers are required to handle in catalogues and other printing for customers, are shown. We have always thought that, while art pieces are not to be neglected in showing possibilities of reproduction and printing, that, both engravers and printing ink manufactures would be wise to choose such objects as are required to be shown in actual work. As a specimen book it is complete and useful, and as an example of high-class printing on every page, it is highly educative and valuable for reference in the printery. In the liberal use of solid blacks, halftone plates, combination designs and type, an opportunity has been afforded to show a great many shades and kinds of inks suited to evry possible requirement. The Queen City Ink Company have had fifty years' experience in the manufacture of inks and for over twenty-two years of the fifty have been regular advertisers in the National Printer-Journalist.

The long years of experience as manufacturers, their careful study and broad knowledge of requirements and conditions; their complete, up-to-date plant and equipment, the central location of their plant and convenient location of their branches, have all contributed to place the Queen City Inks at he top as to quality, at the front *commercially,* and to justify the assertion that "The Queen City Ink Habit Pays." The frontispiece of the catalogue contains the portraits, in halftones, of E. H. Murdock, President of the Company and of the Managers of the six principal branch offices in this country: J. O. Reay, Boston, Mass.; A. C. Davis, Philadelphia; E. F. Cheeseman, Cincinnati; H. E. Delbar, Chicago; D. H. Church, Cincinnati, and J. L. Preisman, Minneapolis, Minn.

Rev. A. Warden of Waukesha, Wis., son of former Mayor A. F. Warden, and long known as a newspaper correspondent, was nearly fatally stricken by the heat June 20, while telephoning news to newspapers. Mr. Warden has been known as a news writer for more than a decade. He has assisted in editing the Waukesha *Dispatch* which belonged to his father up to seven years ago, when the latter moved to Oklahoma. He served one term as deputy municipal clerk.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

If you are looking for a weekly newspaper and complete job printing office in one of the most promising sections of the Northwest, it will pay you to investigate this. Owner has good reasons for selling. Address, "J.," care National Printer-Journalist.

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

CONTRACT WANTED—Have plant of metropolitan facilities in small city, busy only part of time. Will save some money for publisher getting out weekly or monthly publication on contract. Figure any size job. Linotype composition, clean presswork. W. B. ROGERS PTG. CO., Trenton, Mo.

FORCIBLE EDITORIAL WRITER has few hundred words surplus copy weekly. Would allow reputable Independent or Insurgent paper free use of same for time. A., care N. P.-J.

FOR SALE—Because the Manager wishes to retire from active business, all the caitpal stock (1,000 shares) of the Dearborn Printing Company, Seattle, Wash., is offered for $7,500. Good plant, location, reputation, patrons, profits. A rare opportunity for two or three up-to-date printers to acquire a growing business in a growing city. Particulars to those prepared to buy. Address, B. B. DEARBORN, 303 Collins Building, Seattle, Wash.

SITUATION WANTED—An all-around job printer who is taking instruction in hand-lettering, wishes a position in an office where he will have an opportunity to do some of this work. Address, "G.," care National Printer-Journalist.

JOB PRESSMAN—Wanted a practical job pressman to demonstrate and sell an attachment for job presses that will sell on sight in every printing office. To the right man an exclusive territory and liberal commission will be paid. Unless I am satisfied that you can make forty to fifty dollars per week after a week's trial, you are not the man I want. Send for full particulars, stating present position and experience, and name territory desired. G. J. C., care National Printer-Journalist.

Small Middle-West Evening Daily

In the 7½ months ending May 1, 1910, had gross earnings of $8,769.19. Owner paid operating expenses out of the income, paid $510.00 for betterments and took out $1,757.20 in cash for his personal effort and investment, while increasing the good receivables over $1,000.00. Adequately equipped. Account personal reasons owner will sell for $15,000.00; $6,000.00 cash necessary, balance can be deferred. Price includes subscription and ledger accounts. Proposition No. 6.

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Newspaper Broker **277 Broadway, New York**

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

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LEICESTER, and LONDON

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A. O'DONOGHUE,

317 W. 124th St., - New York

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

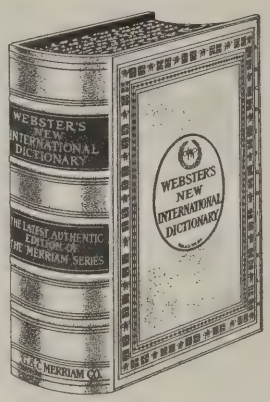
THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y

Buffalo Printing Ink Works

BUFFALO, N. Y.

NEW FROM COVER TO COVER

Webster's New International Dictionary


WEBSTER'S NEW INTERNATIONAL DICTIONARY
THE LATEST AUTHENTIC EDITION OF THE MERRIAM SERIES
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JUST PUBLISHED

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Key to literature of seven centuries.

General information doubled.

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Only Medium Priced Hotel Left in New York

Special attention given to Ladies unescorted

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OUR TABLE is the foundation of our enormous business

American Plan, $2.50 upwards
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Send for Large Colored Map and Guide of New York, FREE.

DANIEL C. WEBB, Proprietor

The Only New York Hotel Featuring American Plan

Excellent Food **Moderate Prices** **Good Service**

THE NEWSPAPER DIRECTORY THAT IS DIFFERENT

The American Newspaper Annual and Directory is the only work of its kind publishing statistics gathered from original sources.

It is purchased and followed by general advertisers whose united expenditure for space doubtless exceeds a million dollars per week.

How do you regard this work, Mr. Publisher? If your business is worth while the book which puts you on the advertising map must be worth while also. It would appreciate your support.

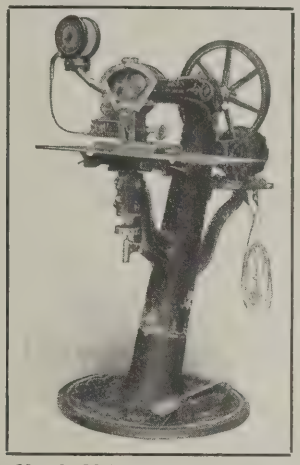
N. W. AYER & SON

Publishers

PHILADELPHIA

1910 Edition, combining Rowell's Directory, now ready. Price $5.00. Carriage paid to publishers.

WE beg to announce, that in addition to the full line of Printer's and Bookbinder s Machinery which we manufacture, we have on hand several hundred second hand Wire Stitchers, Perforators, Table Shears, Paging and Numbering, Punching, Round CornerCut-



Monitor No. 1, 20th Century Wire Stitcher
5,000 Now in Use

ting, Ruling, Book Trimming, Stabbing, and Stapling Machines, which are in good condition, and which we are selling at greatly reduced prices. If you are interested write for our price list of second hand machinery. Address

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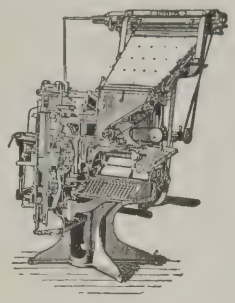
New York: 8 Reade St. **Boston: 220 Devonsh re St.**

REBUILT LINOTYPES
with new matrices, new spacebands and Universal mold.
Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS
Price for repairing bands, each...25c.

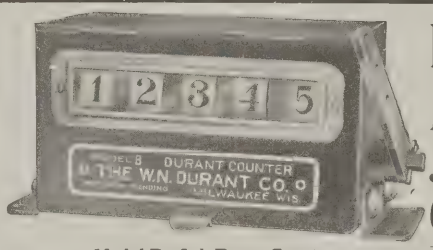
Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

NO MORE CUT ROLLERS
INK-DIVIDING BANDS
The Final Word in Color Printing
—SAVE MANY TIMES TH IR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City.

N-M-C-R COMPANY
370-372 SMITH ST., BROOKLYN, N. Y.



Model B, Job Press Counter

DURANT MODEL B JOB PRESS COUNTERS

Set a new Standard. Equal to our Model A. cylinder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five minutes o any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer
INKOLEUM
THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. **NO SAMPLES**

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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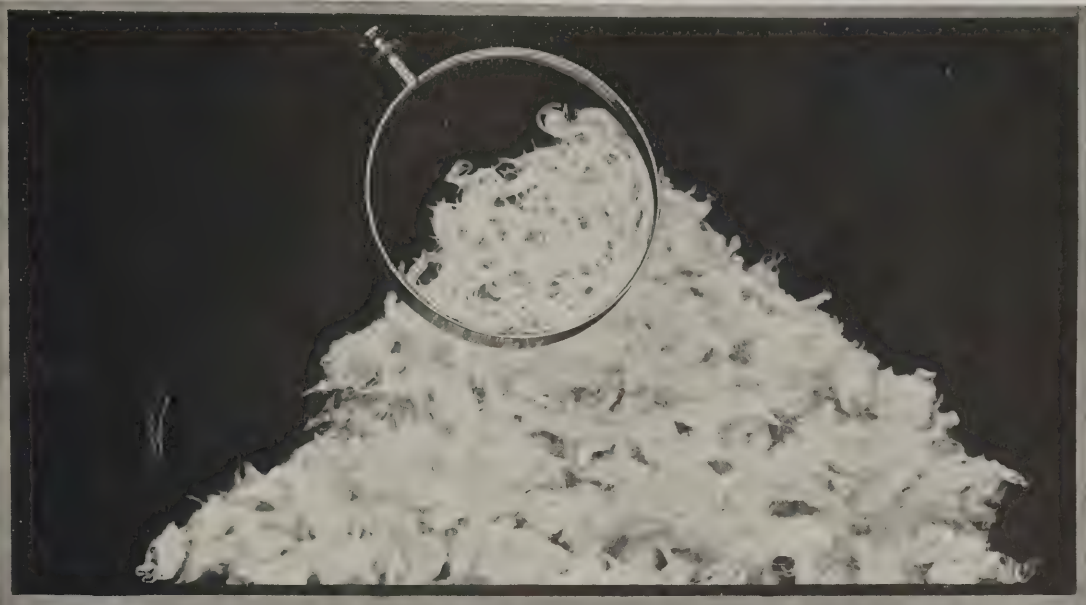
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.



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Accepted as the standard
among coated book papers
It has no substitute

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Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

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Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
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Progress Typewriter Supply Co., Ltd., London, England, European Agents

We Ask You—

Is it not worth while—to know where the best electrotypes the world has ever seen—are made?

To know where electros from the finest halftones—as sharp and deep as the cuts—are made?

To know where to send forms for catalog pages with halftones—to get electros that will print as well as the type and cuts?

The evidence of a **"Globetype"** from a 400-line halftone (160,000 dots to the square inch) printed with the original for comparison, is yours for the asking.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn Street, - - - - Chicago.

We also make designs, drawings, halftones, zinc etchings, wood and wax engravings, but—we do no printing. Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated. ***This adv. is printed from a "GLOBETYPE."***

ON THE OUTSIDE of the JOB

Getting News
Getting Advertisements
Enlarging Circulation

That's where the **JUNIOR LINOTYPE** helps the Publisher of the Country Weekly to be—

Nearly 700 publishers have found the Junior a sure way to larger profits.

If you are still a skeptic and have not read about

"Inquisitive Gorey"

send for this Booklet; it's an eye opener.

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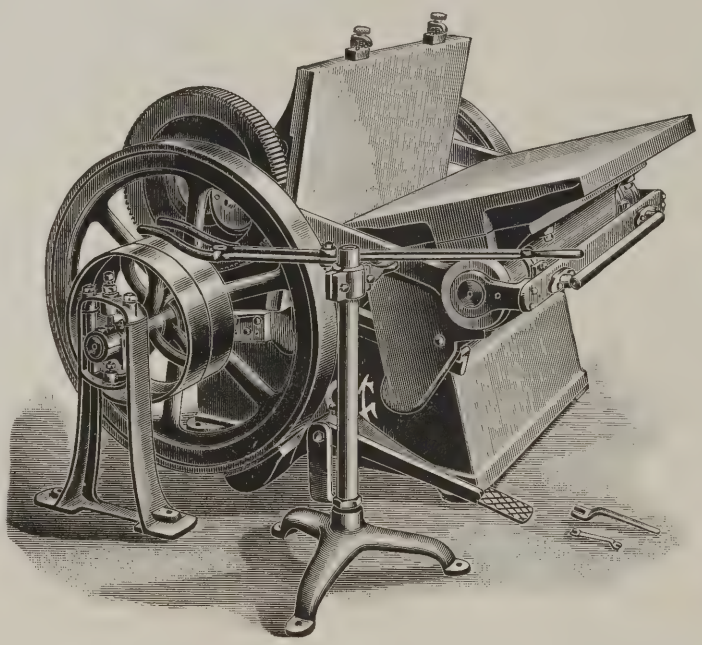
The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

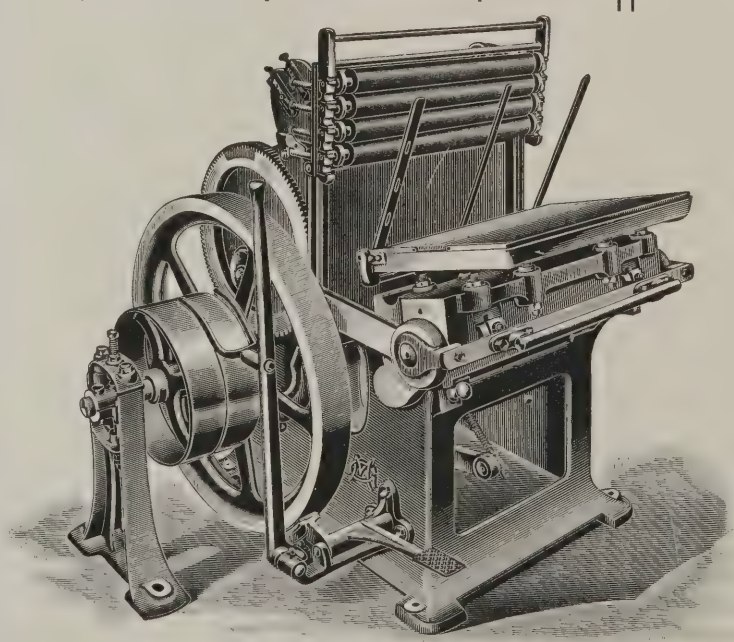
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	10 x 15	inside	chase
Half Medium,	13 x 19	"	"
Half Super Royal	14 x 22	"	"
Super Royal No. 4	17 x 25	"	"
Embosser No. 1,	21¼ x 22	"	"
Embosser No. 2,	24 x 26	"	"
Stamper No. 3,	24 x 26	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

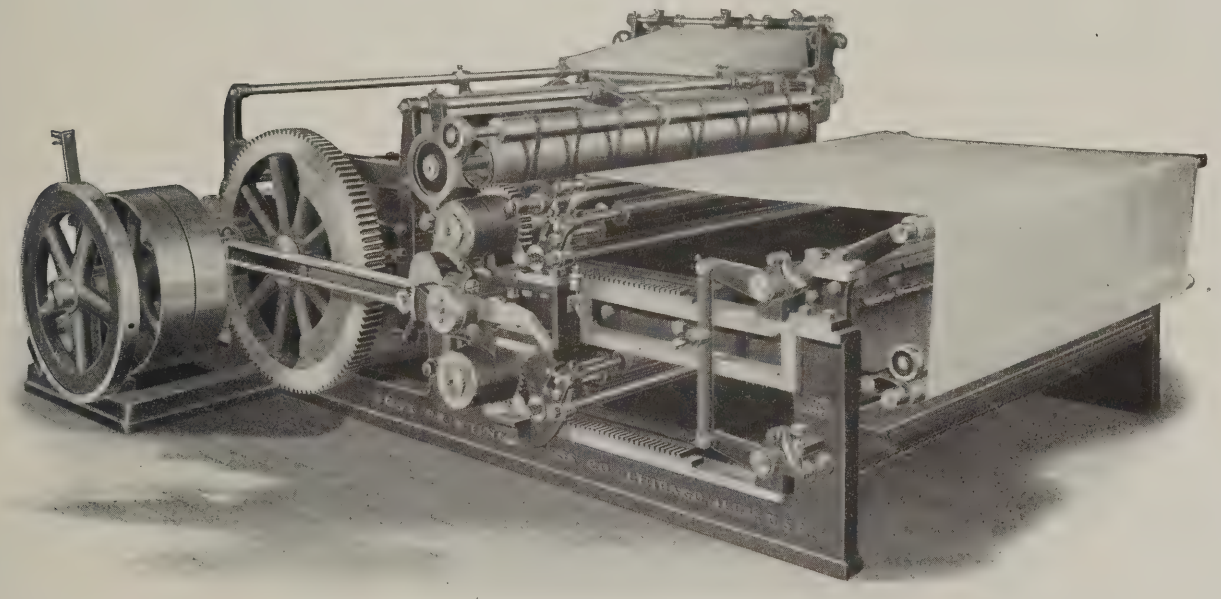
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

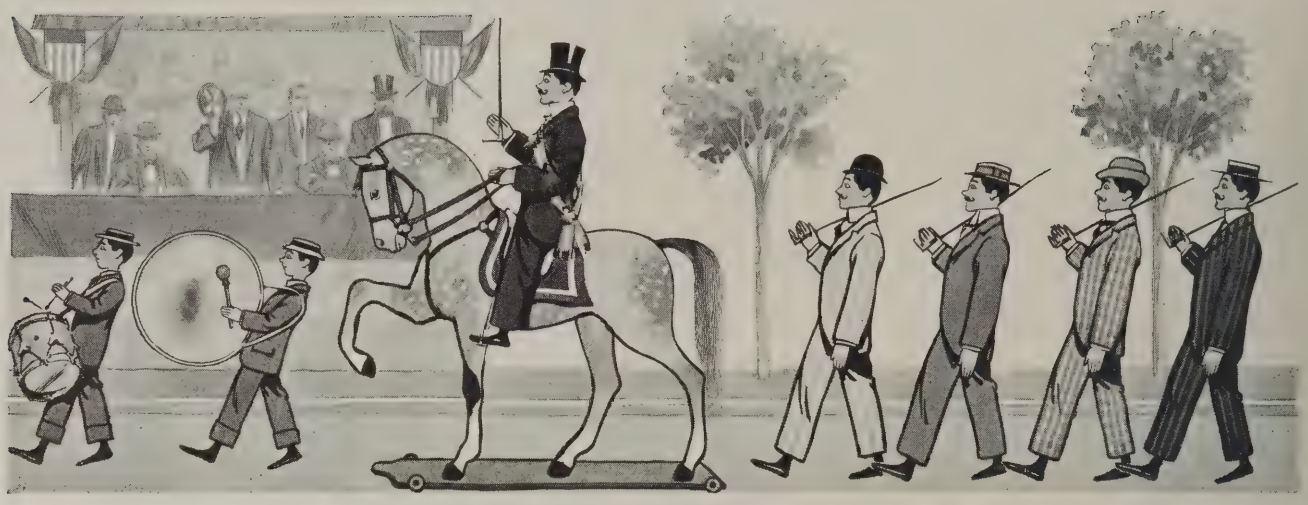
PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND



A Review of Dummies

marks the beginning of every printing order outside of the "common garden variety" kind. The dummy serves as the plans and specifications for the catalog or booklet the printer is asked to build. Type-setting, press work and binding are mechanical functions and can be performed successfully by all printers who have equipment and skilled workmen. If you have both, Barnes-Crosby Company will make you an active competitor for the finest illustrated catalogs and booklets—the class of work monopolized by a few printers who maintain art and engraving departments as adjuncts to their printing business.

Barnes-Crosby Company is an organization of artists and engravers—some 300 of them—competent to design dummies, designating their shape, size, quality and color of stock; illustrations, color schemes and binding. ***Their dummies will get that order for you.*** Barnes-Crosby Company will furnish you complete plans, engrave the plates and deliver them to you ready for the press. Printing plates for every purpose.

Barnes-Crosby Company co-operates with Printers and Publishers, but does not compete with them.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

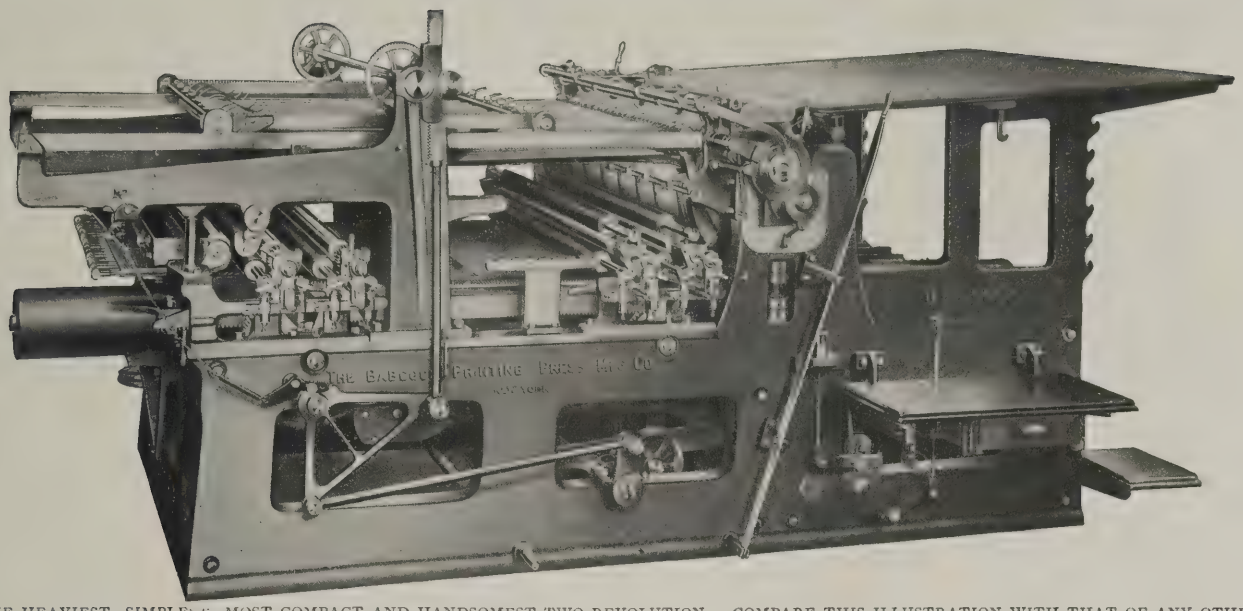
Two Complete Establishments

215 Madison Street, Chicago 214 Chestnut Street, St. Louis

Direct Contact with Barnes-Crosby Company can be had in their Branch Offices:

New York, Union Square, Tel. Stuyvesant 4849
Cincinnati, Perin Bldg., Tel. Canal 371
Detroit, Stevens Bldg., Tel. Main 535
Indianapolis, Majestic Bldg., Tel. Main 5255
Kansas City, Braley Bldg., Tel. Bell Main 2010 and Home Main 5100
Memphis, 294 Madison Ave., Tel. Main 1292
Milwaukee, Wells Bldg., Tel. Main 2394
Minneapolis, Andrus Bldg., Tri-State Phone 9511
Moline, 3rd Ave. and 17th St., Tel. Old East 258
Cleveland, Citizen's Bldg., Tel. Main 93 Bell
Toledo, 1004 Grand Ave., Tel. Home Phone 5385
Birmingham, 2111 1st Ave., Bell Phone Main 1057
San Antonio, Veramondi Bldg., 132 Soledad St.
Mexico City, Dolores 7

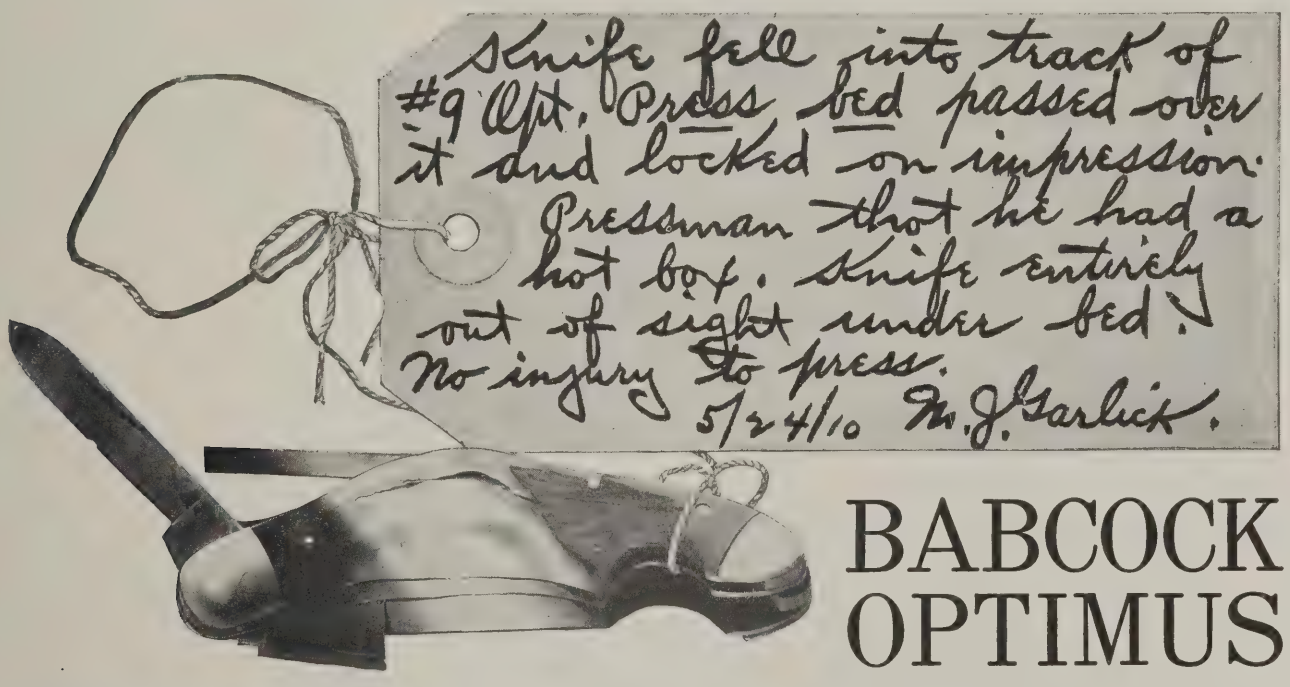
Perhaps you're from Missouri. In that case, we'll "show" you. A word from you and we'll send you samples of what other printers have accomplished with our assistance.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.


Knife fell into track of
#9 Opt. Press bed passed over
it and locked on impression.
Pressman shot he had a
hot box. Knife entirely
out of sight under bed.
No injury to press.
5/24/10 M. J. Garlick.

BABCOCK OPTIMUS

Sometime ago we here said that no Optimus made within a dozen years was now out of register between bed and cylinder, no matter what use it had had.

We have said it often. In this instance it was striking enough to create comment. We repeat it. No one has found such an Optimus; it doesn't exist.

About twelve years ago we invented our ball and socket bed motion, a marvel of accuracy, simplicity, strength. Its precise action supplies that register between bed and cylinder *that has not changed in a single press in a dozen years.*

While a pressman can control the action of the guides, etc., register between bed and cylinder is structural, and beyond any lasting cure he can make.

SET IN AUTHORS ROMAN

READY FOR DISTRIBUTION

OUR

FIFTIETH ANNIVERSARY CATALOGUE

UNQUESTIONABLY THE HANDSOMEST
SPECIMEN BOOK EVER OFFERED TO
THE PRINTER

CONTAINING ONE HUNDRED

SPECIMENS OF **QUEEN CITY INKS**
FOR EVERY KNOWN PURPOSE

1860-1910

THE QUEEN CITY PRINTING INK CO.

ESTABLISHED 1860

CINCINNATI

CHICAGO BOSTON

PHILADELPHIA KANSAS CITY MINNEAPOLIS

BLACK, 5505 YELLOW, 0642. BLUE, 5891.

The Queen City Printing Ink Company

Cincinnati Chicago Boston Philadelphia Kansas City Mo. Minneapolis

The Queen City Printing Ink Co.

CINCINNATI BOSTON PHILADELPHIA

CHICAGO KANSAS CITY MINNEAPOLIS

Especially adapted for High-Class Catalogue Work.

Note Tone, Covering Capacity Cleanliness, Etc.

ANNIVERSARY NO. 5822 HALF TONE BLACK

Simplex Press

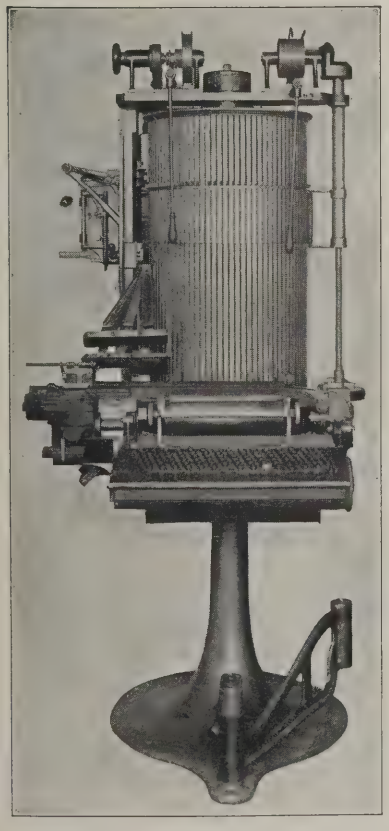
BEATS THE REST

Good Workmanship and Material. Trip or Throw Off. Printed Side Up Delivery. Few Working Parts. Power Fixtures and Hand Attachment on Each Machine. Requires no Expert to Erect or Operate.

Six-Column Folio (Guaranteed Speed 1200 per Hour) **Price, $450.00** **Six-Column Quarto** (Guaranteed Speed 1000 per Hour) **Price, $550.00**

BEST VALUE OF ANY LOW-PRICED PRESS MANUFACTURED. FULL INFORMATION AND LITERATURE SENT BY CHICAGO HOUSE OF

KEYSTONE TYPE FOUNDRY, 529 Wabash Avenue, Chicago



Used Simplex Machines For Sale

10-pt. Adjustable	12-pt. Adjustable	10-pt. Adjustable
Factory No. 1385	Factory No. 1395	Factory No. 1509
$200	**$200**	**$200**

These Simplex Typesetting Machines have been used, but are in good order.

They are practically the same kind of machines
(except the shape of the base)
that are now advertised as Unitypes.

Note factory number and price of each.
No type with these machines.

Gutenberg Machine Company

WILL S. MENAMIN, PRESIDENT AND GENERAL MANAGER

545-547-549 Wabash Avenue, - CHICAGO, ILL.

The Firm of Practical Men

The C. I. Johnson Mfg. Co. is the only firm of practical men in the Northwest handling printing machinery. By the term Practical Men, is meant the ability to take down and erect and rebuild any machine or machinery used in the printing business. That is what three out of four of the members of this firm can do.

When the owners, the men at the head of the business, are practical men in their line, does it not seem reasonable that they will see that machines are right before delivering them, when these men know from their own knowledge whether a machine is properly rebuilt, not having to rely on some other party's word or opinion?

Are not practical men apt to know what is needed to fill your requirements and to deliver what you want and what you expect? Are not practical men likely to be careful when they buy machines and buy only those which they know from their own knowledge can be rebuilt properly?

The personnel of the C. I. Johnson Mfg. Co. is composed of practical men, and when they say that a machine is ready to be shipped and to do the work as it ever did, in the hands of competent workmen, the purchaser knows that he is getting what he bought.

Send for latest "Big List of Johnsonized Machinery," giving descriptions and prices on forty-six rebuilt cylinder presses and thirty-four rebuilt job presses, most of them now in stock.

C. I. JOHNSON MFG. COMPANY

"THE FIRM OF PRACTICAL MEN"

HANSEN TYPE St. Paul, Minnesota

SET IN HANSEN LINING PURITAN

UNIFORMLY EXCELLENT

ULLMAN'S INKS

You can't save time

By stopping the clock

And you can't save money

By buying "cheap" inks.

Use Ullman's Inks

Then

You will save

Time and money both.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CINCINNATI

How to judge an advertisement
before you use it

John Lee Mahin has prepared ten tests whereby the advertising value of newspaper and magazine advertisements, street car cards, posters or any other printed matter may be judged. These are not mere theories, but ten real tests. Applying them you arrive at the calm, cold reasons for or against the copy you have in mind.

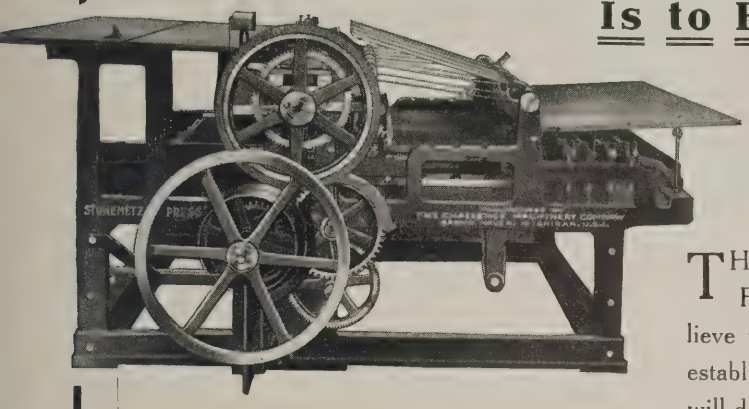
These ten tests have proved themselves over and over. All ten of them have been applied to this advertisement. A complete set of these tests sent on request. Address

Mahin Advertising Company

704-754 American Trust Building Chicago

The Quickest Way to Bigger Profits

Is to Become the Owner of a



Stonemetz Two-Revolution

THE Stonemetz Two-Roller, Two-Revolution Cylinder Press is a money-maker in any shop. It will relieve the big machines of the small jobs in the large establishment, and in the small or medium sized office, will do the work of two or three platens. Ample speed, perfect register, ease of make-ready and ability to "stay right" are convincing features of Stonemetz value. Its reasonable price is made possible only by simplified construction and perfect manufacturing methods. Built in three popular sizes. Write for illustrated descriptive matter, samples of work, etc.

The Challenge Machinery Co.

GRAND HAVEN, MICH., U. S. A.

SALESROOM AND WAREHOUSE, 194-196 FIFTH AVE., CHCAGO

The Proof Press to Take All Your Proofs

Most of the printing devices which have been on the market in the past have been adapted to only certain classes of proofing and consumed considerable time in operation. The POTTER PROOF PRESS will prove every class of matter, galley matter, page matter, cuts, halftones and even the most intricate three-color and press work. In the POTTER PROOF PRESS we applied the principles of a cylinder press, for hand operation—with all the many advantages such as gripper feed, impression trip, continuous register rack, etc., enabling you to take a proof more quickly than by any other method, better than has been heretofore possible.

The POTTER PROOF PRESS is built in two convenient sixes, namely 10 x 25″ and 16½ x 25″.

Catalogues and samples of work done on the machine will be mailed promptly ou receipt of request.

Sold by founders and dealers everywhere.

Manufactured by

A. F. Wanner & Company

340, 342 Dearborn Street, Chicago, Ill.

Jaenecke's NEWSPAPER INKS

FOR

Perfecting, Cox Duplex and Cylinder Presses

Gives Satisfaction

It's made from refined Rosin Oil Varnish—not the vile, smelling bi-product of petroleum—give them a trial.

Some of our book ink standards are:

O. K. Cut 4771 F **Nubian Black** **Ambition Black**

Spcl. Black 4449 **Surprise Black**

and a full line of superb—Job Colored and Black Inks.

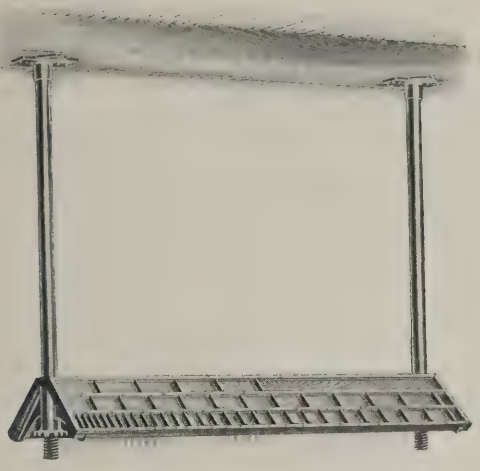
The Jaenecke Printing Ink Co.

Main Office and Works: Newark, N. J.

New York · Philadelphia · St. Louis

Chicago Office: 351 Dearborn Street

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE



is brushing the cobwebs from antiquated composing-rooms throughout the world.

No printer since the day of Gutenberg has enjoyed such opportunities as are now available in the way of space-saving and labor-saving composing-room furniture.

Modernized composing-room furniture without cost.

The saving occasioned in the course of a single year's business will pay the entire cost of installation.

This result has been so frequently accomplished and acknowledged by our customers through the testimonial letters which have appeared in connection with our advertisements that we do not believe any reasoning printer will question the statement.

And right here we come back to the pertinent question:

What would a saving of 50 per cent in floor space and 33⅓ per cent in labor mean to you?

HANGING COLUMN RULE BANK

This bank is for the convenience of the make-up man and should be attached to the ceiling directly over the make-up stone. It will be found of great convenience in newspaper offices, where every minute that can be saved in the time of the make-ready is of the greatest importance.

The bank is double-faced, the same lengths of rule being accommodated on both sides. However, each side could be made to accommodate different lengths if required.

A convenient way of using a bank of this kind is to put column rules on one side and metal furniture or leads and slugs on the other side.

The illustration shows a bank divided to take column-rules in lengths varying by half picas from 31-2 to 10 picas, inclusive, and from 10 to 42 picas, varying by single picas, with an extra long blank space for odd and full length rules.

The supporting pipes should be cut to meet the requirements and to bring the bank to a convenient working height. The ends of the supporting pipes are threaded, so that the bank can be raised or lowered to the extent of 6 inches.

As ordinarily made, the bank is 72 inches long and 12 inches wide on each side; made for one tier of column-rules. the compartments being about 5-8 inch deep.

These banks can be made in any size desired, and prices and drawings will be submitted on receipt of specifications.

LIST PRICE

For 72-inch bank, doubled-faced, 12 inches wide:

Brass-lined	$75.00	Less usual discounts.
Zinc-lined	60.00	
All wood, unlined	50.00	

A word to us or to your nearest supply house will bring an expert to your establishment who will show you what can be accomplished in YOUR plant. It will be up to us to show you possible results.

If you are interested in this vital question of composing-room equipment, send for a copy of "Composing-room Economy." It shows the floor plans and tells graphically of the results accomplished in more than thirty representative plants.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE THINGS WE DO

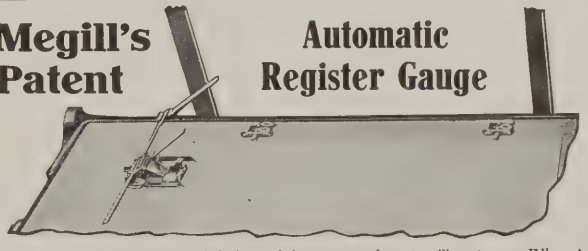
DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR "AD." DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

Megill's Patent Automatic Register Gauge



The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

Cutters That Cut

will give you more work and better work.

Royle makes that kind.

John Royle & Sons

Paterson, N. J., U. S. A.

Engravers' Machinery

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

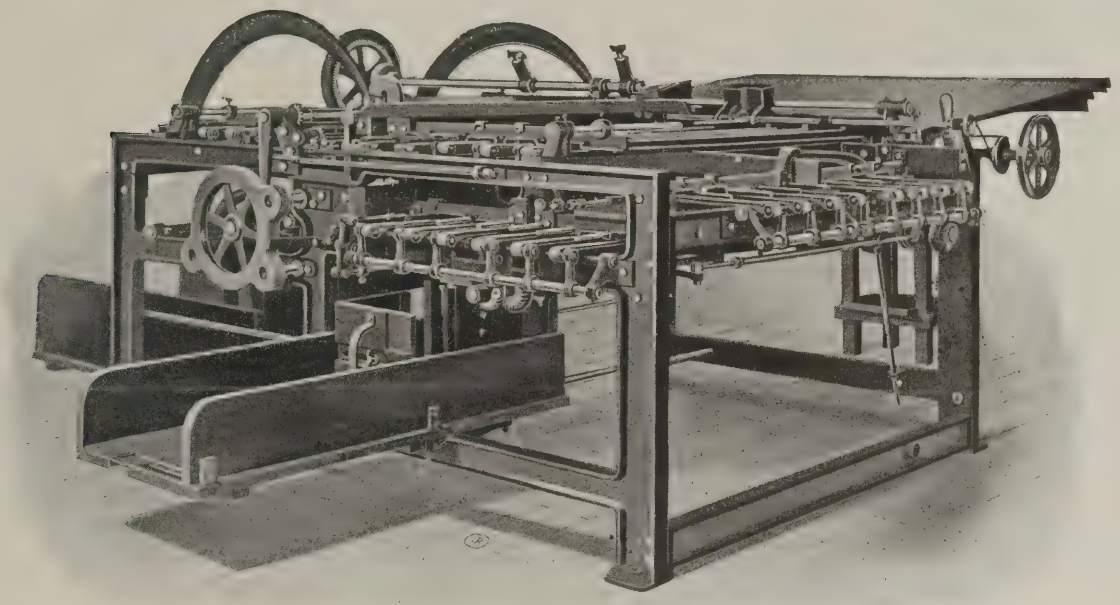
We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

For profitable Summer reading

send to nearest selling house American Type Founders Co. for its descriptive circulars of

The Boston Wire Stitcher

and thus become informed as to the superior features of this

Popular Wire Stitcher

Our Inks Are Known Wherever Printing Is Done

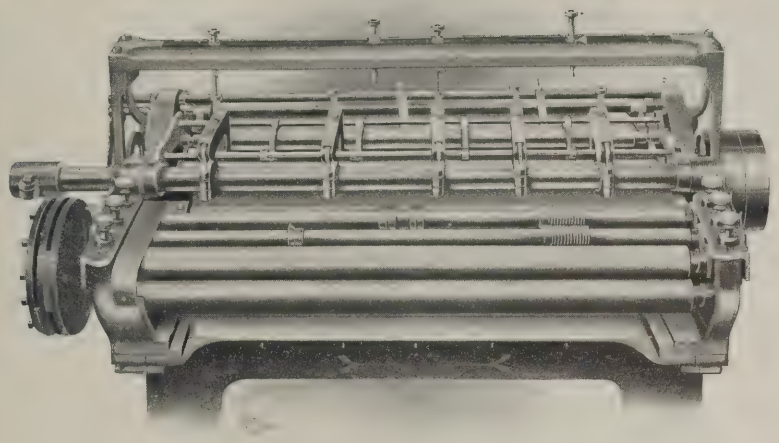
H. D. ROOSEN CO.

Fine Halftone, Cut and Book
BLACK INKS

We manufacture and sell more Fine Black Inks than any three other firms combined.

BROOKLYN, N. Y. TORONTO, ONTARIO CHICAGO, ILL.

The Combined National Rotary



PERFORATOR
CRIMPER
SCORER
SLITTER

ALL IN ONE

Made in Four Sizes

SEE The Stub or Strike Attachment—One Operation.

ENTIRELY NEW PRINCIPLES INVOLVED

Booklet and Samples

NATIONAL PERFORATING MACHINE COMPANY

Office and Factory: 905 E. 22d Street, Kansas City, U. S. A.

ASK YOUR NEAREST DEALER

GUARANTEED MACHINERY

We guarantee every machine to do as good work as a new press

17x22 Hoe Drum, box frame, air, tapeless	$ 375	37x50 Campbell, 2-rev., 4-roller	800
19x24 Babcock Standard Drum, tapeless, air	450	37x52 Potter Drum, tapeless, wire	750
24x30 Cottrell Drum, tapeless, air	450	32x47 Whitlock, 2-rev., 4-roller, rear delivery	1,250
26x37 Cottrell & Son, 2-rev., 4-roller, front delivery	1,100	36x51 Babcock Standard Drum, tapeless, air	800
29x42 Hoe Drum, box frame, tapeless, air	650	33x48 Hoe Drum, tape, wire	400
32x46 Potter 2-rev., tapeless, air springs	700	32x47 Babcock Optimus, front carrier delivery	1,400
33x47 Cottrell & Son, drum, tapeless, air springs	700	39x52 Huber, 2-rev., 4-roller	1,600
33x48 Campbell, Country Drum	450	42x60 Potter, 2-rev., 4 roller	900
		41x60 Campbell, 2-rev., 4-roller	800

Send for illustrations and full description

A. F. WANNER & CO.

Printing Machinery : : : : : CHICAGO, ILL.

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

Importers of

Lithographic Stones, Supplies and Bronzes

Cincinnati, Buffalo, Toronto, Can. — New York, Minneapolis, City of Mexico, D. F. — Chicago, Philadelphia, Havana, Cuba, London, Eng. — St. Louis, San Francisco, Buenos Aires, S. A.

The Ault & Wiborg Co.

MANUFACTURERS OF

LETTERPRESS
AND
LITHOGRAPHIC

PRINTING
INKS

CINCINNATI · NEW YORK
CHICAGO · ST. LOUIS · BUFFALO · PHILADELPHIA
MINNEAPOLIS · SAN FRANCISCO · TORONTO · HAVANA
CITY OF MEXICO · BUENOS AIRES · PARIS · LONDON ·

What do *you* know about Zinc Plates?

¶ Most zinc plates are sold at an absurdly high price. A&W Zinc Plates, any size, any style grain at 15c. per square foot, are backed up, every inch, by our reputation

If
your information is limited or
hazy, you need

Zincology

(THE BOOKLET THAT TELLS)

THE possibilities of printing from zinc are so ***very*** big that when we got into the subject, enthusiasm took the place of curiosity. We've put some of these pertinent facts into print so you can absorb them quickly.

Obey that impulse
and write for the booklet before your
competitor does

¶ IT'S THE PRINTER WHO DOES IT WHILE THE OTHERS ARE SAYING "IT CAN'T BE DONE," WHO SHAKES HANDS WITH SUCCESS

THE AULT & WIBORG COMPANY

Cincinnati

New York *Chicago* *St. Louis* *Buffalo* *Philadelphia*
Minneapolis *San Francisco* *Toronto* *Montreal* *Havana*
City of Mexico *Buenos Aires* *Paris* *London*

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, August, 1910 | Number Eight

EQUIPMENT FOR JOURNALISM

Journalism is a mirror and as truthful a mirror as those who buy it wish it to be.

The public library is for the few; the newspaper is for the many.

Journalism is not trade nor business, but a profession; the profession of the interpreter.

The man who enters journalism merely to make money does not achieve the highest professional success.

The well-rounded journalist comes not from the tall towers of the metropolis, but from the humbler offices of the country towns.

The editor's equipment should fit him well for high calling. He must need know books and the hearts of men.

The only position in this day and age of the world that any American can successfully fill without training is that of idiot.

The many do not always or often stand for the right.

A fake is a falsehood whether it be a fake interview, a fake picture or a fake story.

Publicity is the best policeman.

Offenses against the public trust are most deserving of prominence.

There are yellow journals, mendacious journals, subsidized journals, but they are exceptions.

The journalists of Wisconsin are the very troop of the guard for Wisconsin's progress and advancement; the color bearers in the campaign of public service.

ADDRESS DELIVERED BY WALTER WILLIAMS, DEAN OF THE SCHOOL OF JOURNALISM OF THE UNIVERSITY OF MISSOURI, BEFORE THE WISCONSIN PRESS ASSOCIATION AT MILWAUKEE, FRIDAY, JULY 8, 1910.

JOURNALISM is the interpreter's profession. Other men do great deeds or little deeds, full of glory or of meanness. The journalist interprets these deeds to the multitude. He is the clerk of the day—the recording angel—and his work is the production of commentaries upon the gospel of all human life. If there be more mean deeds than deeds of heroism, more gray days than days of glory, not he who records and interprets is therefor responsible.

Ephemeral though the newspaper is said to be—the life of a daily newspaper is but thirty minutes—its influence is far-reaching. Indeed journalism, it seems to me, is the one profession that will endure the millennium. For whether there be lawyers, with the coming of peace they will fail; whether there be preachers, they will cease; whethere there be physicians, they will vanish away; only journalism will endure—the profession of the interpreter.

Journalism presents an unflattering picture sometimes. Human life is not everywhere and at all times clean and wholesome and beautiful to portray. Even Cromwell had a wart on his cheek and Cleopatra's nose was crooked. The picture is not a truthful one except warts and crooked noses are included. The journalist's mirror sometimes presents distorted likenesses and gives panoramas out of due proportion. There is constant temptation to exaggerate. But even preachers preach sometimes in loud tone of voice and the unnecessary and misleading superlative has not been entirely banished from all sermons. But journalism is a mirror for all that and as truthful at those who buy it wish it to be.

The journalist, who is interpreter, must do more than play the mirror to humanity. He must comment upon the picture his mirror shows. Indeed, it requires the comment to make clear the picture. Even the Bible needs the preached word for interpretation, the foolishness of preaching. In his columns of comment the interpreter becomes also an advocate and a judge. He presents the facts of human life, the changing experiences of every day, seizes upon some facts and experiences for comment, and bases thereupon his argument, gives other facts and pronounces judgment thereupon, and, finally, interprets the whole body of facts for those who read his journal. In many ways the Hebrew prophet of twenty-five hundred years ago resembles the modern journalist

of the present century who does his duty to the full. It was no idle nor unfair comparison which Washington Gladden made when he described a great American journalist as the Hosea of his day.

The Hebrew prophet spoke for a single nation and for the life that then was, though his message affects the centuries. The modern journalistic prophet's voice is heard in the streets today for today, but it speaks for all people. The journalist must needs be catholic in sympathy, democratic in large sense in his journal. The public libary is for the few, the newspaper is for the many. Books are reservoirs, newspapers are the running streams. Your libraries are too high for the multitude. Through and by means of them a scholar rises here and there to bless a nation or an age. The newspaper, however, lifts whole peoples into the sunlight. Andrew Carnegie, the canny Scotchman, persuaded many a city to pay taxes to maintain a library to bear his name. The newspaper must maintain itself by the voluntary contributions of the people whom it pleases. Yet the newspaper carries information and inspiration to thousands, where the library—valuable as it is—supplies information and inspiration only to scores.

Ephemeral as the newspaper is, it is none the less valuable. It presents knowledge afoot, knowledge in action, knowledge harnessed for use. Scarcely a great literary production of the century has not been given first or last to the people through the newspaper or the magazine. The essays of Macaulay, the poems of Tennyson, the arguments of Jefferson, the philippics of Adams and Otis, the diatribes of Carlyle, the colorful criticisms of Ruskin, the wit of Sydney Smith, the novels of Thackeray, the verse of Burns and Whittier and Lowell, all found their way first to the hearts of the peole through the newspaper press. More potent than any book is the modern newspaper. Ephemeral as is the spoken word, when rightly aimed it is most effective. Given a whole newspaper with fair interpretation of human life, and a whole Bible, and the fortunate possessor of Bible and newspaper would need nothing else to be prepared for all the duties of this life and for all the privileges of the life to come. Ephemeral, yes, but—

"I would be the lyric ever on the lip,
Rather than the epic memory let slip."

Let me give another definition.

Journalism is the conducting, directing, managing, writing for a journal, newspaper, magazine, or other periodical publication. Persons thus enaged are journalists.

Printing is necessary to the publishing of a journal, but printing is not journalism. Printing merely affords medium for journalistic expression. Expression not medium constitutes journalism. Printing is a trade or, in its highest form, an art.

The production of newspapers and periodicals involves purchase of news reports, employment of labor, sale of advertising space, sale and distribution of published copies. This production of the newspaper or periodical is publishing. Publishing is a business.

Journalism is in essence different from printing and pubilishing. It is the gathering and presentation of news and of comment upon the news, of discussion of all that interests, entertains, informs, or instructs. It affords the pictured record and interpretation of human life in every aspect. The journalist is recorder, advocate, buyer and seller of news, judge, tribune, teacher, interpreter. When he only buys and sells news, he is in business. When he merely records, he is clerk and bookkeeper for the day's doings. When he interprets, whether as contributor, writer, editor, journalism is near akin to literature, if it is not literature. In its highest sense, journalism is not trade nor business, but profession—the profession of the interpreter.

The term "journalist" was once held in disrepute by many members of the profession. By preference the term "newspaper man" was used for description. A journalist was said to be all pretense and a newspaper man all practice. This ancient prejudice against the term "journalist" doubtless was caused by the existence of numerous hangers-on, camp-followers, parasites. Men who wrote an occasional article for a newspaper, or had a slight connection with some journal, posed as journalists to the disgust of the men who made journalism their life work. More recently, however, this prejudice is disappearing. No other word so accurately serves for definition. Journalism has become a profession in which special aptitude, equipment, experience and training are increasingly necessary. The result of changed conditions, brought about by the marvelous growth of the press, has been to create a body of journalists forming a distinct profession.

The profession of journalism has for its members men and women who do widely different work. It includes reporters, editors, illustrators, special writers, directors, managers, magazinists. It includes workers on country newspapers and on city newspapers, on dailies, weeklies, monthlies, quarterlies. While their duties are widely different in many ways, they have the same common purpose of journalism—to record for the public and to interpret to the public that which is of public value and interest.

The fascination of journalism is, in part, at least, in its appeal to man's desire for power, mastery, service. The journalist is creator, not merely carpenter and joiner. The highest journalism does not give a photograph but a portrait of life. While on the business side the making of a newspaper is a commercial enterprise, as much so as the management of a department store, yet few men enter journalism only or chiefly for business or commercial reasons. The man who enters journalism merely to make money does not achieve the highest professional success. General H. V. Boynton, long a Washington correspondent, said: "Men write for money, for fame, and for dear life—journalists for all three." The call of journalism is a call to joyful, fascinating service. Described as a grind by many of its followers, involving hard, continuous, nerve-racking, brain-exhausting, body-fatiguing labor, no journalist ever quits journalism for another vocation. It is a tradition of the calling that the man who gets printer's ink on his fingers—who goes seriously into journalism—"never entirely gets it off."

Personality, trained, equipped, experienced, is dominant in journalism. That journalism has become impersonal is frequently said in way of belittling comment. Journalism is less personal in the sense that it has become co-operative rather than individual. The successful practice of journalism, however, demands now more than ever before trained personality and to such brings its highest reward. Journalism—the journalism that is worth while—is personal journalism. "Whenever in the newspaper profession," wrote Charles A. Dana in the New York *Sun*, "a man rises up who is original, strong and bold enough to make his opinions a matter of consequence to the public, there will be personal journalism; and whenever newspapers are conducted only by commonplace individuals, whose views are of no consequence to anybody, there will be nothing but impersonal

journalism." Personal journalism has not been succeeded by impersonal journalism. The journalist was never more powerful nor did personality ever count for so much in the profession of journalism as now.

On city newspapers division of labor segregates. In country offices the same individual may often be tradesman, mechanic, business and professional man. For this cause, if naught else, the well-rounded journalist comes not from the tall towers of the metropolis, but from the humbler offices in the country towns.

The time has gone by—if indeed it ever was—when the country editors who hoped for distinction and high usefulness could be unequipped, save for the passing knowledge of stick and rate-card. Training and education are necessary to journalistc success. The editor should know how to write, edit, and make a line fit the type; he should understand the difficulties and limitations of the business office, but this is not all. He must understand journalism, practical and theoretical. The country lawyer, doctor, teacher must needs be trained for his profession, must have license or diploma before he is permitted to even enter his profession. Shall the editor—who is teacher to thousands, who gives law to court and laymen, who is a physician of the mind—go untrained, untaught?

To most of us schools of journalism are now unattainable. But each may make his own school and train himself thereat. Any editor may adopt and pursue a course in training which will inform his mind, enlarge his sympathies, and better equip him for life's work. While all knowledge is helpful to an editor, there are certain special branches which he most needs. He should certainly be acquainted with the history of England, of the United States, of his own state. He should know something of sociology, of economics, of psychology, of the masterpieces and master figures in prose and poetry, of Hamlet and Jean Valjean, of Epictetus and Arthur Dimmesdale, of Ben Johnson and David Copperfield; he should be reasonably familiar with the biographies of the leaders in state craft, the makers of the republic. Most of all, if he wishes to know the history of the people who have moulded human minds and human hearts and human thoughts more than any other people, if he wishes to drink deep at a well of English undefiled, he should read and re-read the book which, for want of better name, we call the Bible, the Book.

The country editor's equipment should fit him well for high calling. He must needs know books and hearts of men. We country editors need to read more books, if not fewer newspapers. Knowledge and strength and inspiration are his who reads and re-reads the really great books. I do not now and here speak of the tools of the trade, the few volumes which treat in technical way of newspaper-making, of writing, of journalism as a profession. They are, of course, well worth while. Nor would I undertake to set out a course of reading book by book, for that which is poison to one may be meat and drink to his neighbor. But read and reread not merely newspapers but books. The country editor who relies always and only upon his exchanges for his inspiration will seldom rise higher than the average of his exchanges. It is he who equips himself, by study and by reading, for larger things who accomplishes more largely.

A country editor whom I know, a man in a small town, with a small weekly newspaper and a small income, has influence far out of proportion to the size of his town or the size of his newspaper or his income. "Never a day passes," he has said, "that I do not dip into a book." His library is not large, indeed it might truthfully be called pitifully small, but it is used. At least a book a month, borrowed or owned, he reads—not a large prescription surely — fiction or history, sociology or poetry, criticism or politics, biography or essay. He keeps his mind freely vigorous by a daily bath in a book. And he carries more local news and local advertising than any of his contemporaries, while his editorial page counts throughout the commonwealth. Upon his office table I found just yesterday Jane Addam's "Spirit of the City," Henry George's "Progress and Poverty," Frederick C. Howe's "Privilege and Democracy," Thomas Nelson Page's "John Marvel," "Mr. Dooley in Peace and War," and the biography of John DeLane, the editor of the London Times. "These," he said, "are a three months' supply." Is it to be wondered at that a country editor who thus attends to his equipment magnifies his profession and is by that profession magnified.

But newspapers, as well as books, should be read for equipment—the great newspapers. Nor is here reference made to the reading of newspapers for news, but for suggestion. The country editor will study the best newspapers to make his own newspaper better. He will not slavishly imitate, but will adapt to his own work the methods of the most successful metropolitan. What are

Walter Williams, L.L.D., Dean of the School of Journalism of the University of Missouri

the best newspapers and why are they the best? This question the country editor is constantly asking himself and will profit by the answering.

The country editor will avoid provincialism. Provincialism is not alone of the country editor, but of the city newspaper as well. Perhaps the most provincial newspapers in America are published in the city New York. For real news, broad and comprehensive, giving the interpretation of the world's doings, the newspapers of the Middle West are to be preferred to those of the Atlantic seaboard.

The country editor's equipment includes training. The only position in this day and age of the world that any American may successfully fill without training is that of idiot. Whether in print shop or in school or, preferably, in both, the country editor, to achieve the largest success, must be well trained in newspaper-making.

The field of country journalism is changing. The city journal, with the coming of the rural mail delivery and added transportation facilities, invades the field which

was formerly the country editor's own. To succeed, the country journal must be a better newspaper and a different. It must be not the mere garden variety, but must stand for something. It must give all the news, of course, but also comment and interpret.

Above all else, the editor, dwelling in city or in country town, must be free. The newspaper, particularly the country newspaper, is simply the lengthened shadow of one man. The effect of its influence depends not upon circulation, on size of page or of town, on cleanliness of typography and beauty of press work, but on the brains and conscience of one free man. Those other things help, but brains and conscience plus freedom make the influence felt.

In equipment for the practice of this profession we need insistence upon high ethical standards. It is well to discuss type and linotype, circulation and advertising rate, but these are but means to an end. The end is more than the means. So long as the body is more than meat and the soul than raiment, so long as man is man and not brute, so long as he lifts his heart to Heaven and his spirit goes on beyond the stars, the newspaper is more than any, more than all of these. Type and paper make the messenger, but the message is more than the messenger. Material resources and equqipment are the means, but the end is above the means. The brain and the heart have need of the hands and the feet, but who shall say the hands and feet compare with the heart and brain? In this commercial age there is constant temptation to substitute economics for ethics. To do this in journalism, the imperial profession, to make it merely a device for filling one's stomach or one's pocket-book, is to degrade it to the rank of the fakir or the companionship of the shameless creature of the streets. That the many do this is no excuse. The many do not always or often stand for right. That each of us is tempted all the time by the bread-and-butter problem to turn aside from duty after fleshpots is no defense. This is but the weakness of human nature, the flaw in the marble, of which we all, in our loftier moments, are ashamed.

It is not my purpose to suggest a code of ethics. Certainly, however, the profession of journalism, born almost within the memory of man now living, should establish and maintain certain ethical standards which none may knowingly violate and still retain the respect of his fellows in the profession. Journalism means more than a meal ticket. As basis for the formation of such standards there are some general principles that seem to me fundamental.

The two sources from which an honest newspaper has financial support are: the sale of space in its columns for publicity, which is advertising; and the sale of printed copies of the newspaper, which is circulation.

The directors of a public journal are responsible for the character and worthiness of that which appears in its columns. They may not shift responsibility by pleading that the publication of certain matter is paid for by others. No advertising which seeks to promote the sale of any article which can be sold only contrary to law should be permitted to appear in any newspaper. Such advertising makes the publisher partner with the lawbreaker. All advertising should appear in the recognized advertising columns or be plainly marked. To do otherwise is to be guilty of deception. Immorality, fraud, fakes, uncleanness should be banished from the advertising columns as from the news columns. Nothing should be advertised which is detrimental to physical or moral, public or private health. The public journal has no right to circulate moral disease or financial fraud, through its advertising columns even though it defend virtue and uphold honesty in its editorial columns. The newspaper is a public servant in every column.

There should be rigid insistence upon certain principles for the news and editorial columns. A fake is a falsehood, whether it be a fake interview, a fake picture, or a fake story. No honest man is willfully guilty of falsehood. Scandal mongering is not publishing news nor is a reputable reporter a private detective. No newspaper should prejudge cases which the courts are called upon to decide. A full account of the details of crime should be given to the public, particularly if those involved have large business dealing or are prominent. Publicity is the best policeman. The newspaper should be a light in the community, but should not kill or cripple or scar by too intense illumination. In the publication of news of crime the details should be given in a manner as little offensive as possible. Offenses against the public trust are most deserving of prominence.

The coloring of news so as to give a false interpretation is dishonest.

The editorial opinions of a newspaper should never be sold or its policy changed from that which its editor believes to be right because of purchase or influence, direct or indirect.

In journalism there are three good rules that may be added to that which I have in such general way suggested:

1. Never write anything the authorship of which you would be ashamed to own.

2. Never write anything that you would not like for your mother or sister to read.

3. Never say as a journalist that which you would not say as a gentleman.

The measure of the earning capacity of any newspaper is the measure of its service to the public, said Medill McCormick, of the Chicago Tribune, one of the world's greatest journals. And no journalist may well and long serve the public except he be honest with himself and with the public. He must, consciously or unconsciously, hold to high ethical standards.

Technical knowledge of our profession, the intellectual skill which comes from training and from study, the newspaper sense—all these combined in superlative degree may make a great and brilliant writer, but never a journalist of the highest usefulness. The journalist must be a gentleman. His power, in last analysis, is himself. It does not simply reflect his character—it is what he is. If he be rude, boorish, flippant, his paper will show it. If he be unsympathetic, uncharitable, coarse, the columns of his newspaper will be the same.

For the sake of journalism and, more, for the sake of this struggling world, for which journalism is both staff and guide, let this Association stand for the noblest in thought and deed. If here be those amongst us recreant to this high trust, let us win them back by mild and gentle words, or, failing, scourge them with whip of small cords from the temple they profane.

Journalism is not helped toward better things by wholesale discussion of a yellow press, a mendacious press, a subsidized press. There are yellow journals, mendacious journals, subsidized journals, but they are the exceptions. There are yellow preachers, who preach sensation not salvation; mendacious preachers, who believe one thing and preach another; cowardly preachers, afraid to call their souls their own—all these are the exceptions, no rarer among the preachers, believe me, than journals like unto them are among the press. Fundamental to good journalism is faith, faith in God and faith

in man. Public service may not be rendered without confidence in the public, which is faith. Every good journalist seeks first the favor of the public and rightly expects that all other needful things will be added unto him. With sound ethics and strong faith one enters the kingdom of good journalism and without are the sorcerers, the deceivers, the unclean and every one that loveth and maketh a lie.

As we study the technique, the How and When, may we not forget the Why of journalism. To do this we must take the broadest, largest views, must lift our eyes to where the mountain breezes blow and all the air is pure, must rise from guttersnipe to eagle and gaze undisturbed e'en at the morning sun. Then shall the journalist prove worthy of his highest mission—the upliftment of a world for which he is interpreter, prophet, servant.

Items of Interest

B. F. Steinel, a newspaper reporter, who resides in West Alliss, Wis., announces himself a candidate for senator on the Democratic ticket in the Seventh District at present represented by Senator George Page.

The moving pictures of the late Jeffries-Johnson fight have been barred from Hannibal, Mo., as a result of a fight made by the Hannibal *Courier-Post* to prevent young boys from seeing them. The Hannibal *Courier-Post* went after the matter in such a way that a resolution was brought before the city council by Alderman Geo. W. Dulany, millionaire banker and lumberman, which was passed.

The summer meeting of the Southern Iowa Editorial Association was held in Des Moines at the Savery Hotel, Thursday and Friday, July 21-22. A fine program of speeches and entertainment were arranged and the meeting proved one of the most successful ever held. On Thursday night the editors were guests of the Press Club of Des Moines at an informal reception and smoker at the club rooms, 712-714 Locust Street. On Friday afternoon they were entertained as guests of the Commercial Club.

The Milwaukee Press Club has decided to have a banquet on the night of September 7th at one of the large hotels in honor of Col. Theodore Roosevelt, who will be the guest of the club at the club's silver jubilee celebration. It is the intention to invite prominent men from all parts of the state, regardless of political affiliation. Invitations will be sent out within ten days. President George Nuesse has received a large number of letters already asking about the plans. The letters are from many Wisconsin cites and show that interest in the former president's visit is widespread. The banquet will probably be held from 5:30 to 8:30 o'clock, after which the Colonel will appear at the Auditorium and deliver his first public address since his return from Africa and Europe. It will be Col. Roosevelt's only address in Wisconsin. Tickets will be issued about ten days before the event and will be distributed by club members. At noon the colonel will eat luncheon at the club. A reception committee to be named will meet Col. Roosevelt at the train. This committee may include Gov. Davidson and Mayor Seidel. Thus far Mr. Roosevelt has expressed only one desire and that is that the schedule of his visith to Milwaukee may be so arranged that he may inspect the work being done by the Milwaukee School of Trades.

Golden Nuggets

"GET life into the paper" is an excellent newspaper phrase used in a paper by Miss A. Louise Babbage, co-editor with her father of the Breckenridge, Ky., *News*. She says: "We use what we call 'our life line.' It is a line set in thirty-six or forty-eight point type and run across the top of the page. Some we have used are, 'Hurrah for the C. H. S. Baseball Team'; 'A Right Merry Christmas to You All'; 'Plant a Tree Next Friday.' Occasionally we use some 'lightening and thunder heads,' but father likes the clear, bright, sunshine heads for regular use."

* * *

In a paper treating as to extent of the difficulties and thankless hard work of an editor, R. W. Vincent, managing editor of the Charlotte, N. C., *Observer*, contended that fortunately there is a brighter side, and breaks forth into verse as follows:

I see a man pushing his way through the lines
Where the work of the terrible fire fiend shines.
"The chief?" I inquire, and a policeman replies,
"Why, no, he's one of them newspaper guys."

* * * * * * * *

I see a man start on the trail of a crook
While he scorns the police and brings him to book.
"Sherlock Holmes?" I exclaim, and some one replies:
"Sherlock Holmes! He's one of them newspaper guys."

He painted, with glowing hopefulness, the blessed future of all of us:

"When the grim reaper has flashed "30" over the wires that span the river Styx to each one of us and the last form has gone to the press room of eternity, I believe the recording angel will inscribe this tribute and drop a single tear:

"'Up here are the good and down there the bad and the near bad, but over yonder with harp and crown herd the great unclassified whose virtues were faith, hope and charity; who did the most good while they lived for their fellow men and the least for themselves and left the world better than they found it'."

* * *

In speaking before the Northern Development Association, recently, Leroy Bouchner of the Minneapolis *Tribune*, said:

Every commercial organization ought to include all the newspaper men in the district, for these men, who study nothing but the best methods of making people read what they write, can be of assistance to a community in making people read its message.

It's of no use to have a splendid article for sale if you can't sell it.

Make the news of your community readable and you needn't worry about publicity.

If you keep telling people what a fine state they have, what splendid farms, what unexcelled advantages, they will talk about it and spread the gospel, and they won't do it unless you keep telling them. If the newspapers talk about their towns every day, every week, their readers will follow their lead.

* * *

In an address before the Texas Press Association, the veteran editor, William A. Bowen of the Arlington *Journal* gave the following exalted views of the high requirements and functions of the newspaper calling:

It calls for the widest reading, the most accurate scholarship, the most thorough culture, the intimate acquaintance with the facts of science, the deepest thinking, the profound-

est knowledge of men and measures. In short it is, when rightly lived up to and entered upon with the appreciation of its privileges and duties, the greatest and most learned of all professions, law and medicine not excepted.

In the making of a newspaper all of the avenues of human learning must be traversed, all channels of human interest must be navigated, all pathways of statesmanship must be walked, all mountains and valleys must be explored. And to this effort will come the sweetest reward that can come to man, that of hearing his conscience say, "Well done, good and faithful servant."

* * *

ACCURACY.

Editor George S. Johns of the St. Louis *Post-Dispatch,* in addressing newspaper men of Missouri, put it none too strongly in speaking of some of the cardinal principles and requirements of permanent newspaper success when he said:

"The power of publicity should never be used for personal or selfish ends; never with animosity; never with malice; always with justice; always with calm, careful judgment; always with a good public end in view.

"I emphasize accuracy. It is the foundation of permanent newspaper success. Newspaper inaccuracy and unreliability are the cheapest cuts to public scorn and contempt. I do not mean to say that no success can be won without continual accuracy, nor that the best newspapers are always accurate."

* * *

WHAT EDITORIAL COLUMN SHOULD CONTAIN.

Some wholesome, practical truths, that ought to be self-evident to every intelligent, carefully observing, thoughtful, conscientious newspaper-maker, who has the good of the calling and weal of the Nation at heart, were stated by A. D. States at the Missouri University School of Journalism. It is encouraging to know that there are so many men of broad experience in the calling who are ready to combat the too prevalent commercial idea that the newspaper mission is only to sell news, gossip, and sensations as the Italian vends out peanuts, ignoring all obligations and the far-reaching opportunities for usefulness. Mr. States rightly stated, in speaking of the editorial column—which should be found in every creditable newspaper:

That column should contain honest and carefully studied matters and opinions in which there should be no question as to the sincerity and motive of its editor. Editorial citations, suggestions and statements should be along all lines of uplift and public good. Such give the paper tone, significance, and make it an agent of power in its community. It requires some brain and an abundance of tact to succeed. The ancient thought that almost anyone could make a success of the profession is rapidly passing. Even the thought that a paper filled with news exclusively fills the mission of a paper is also passing. An exclusive news sheet may please a number of people who care for nothing but town and country gossip, yet there remains an army of people in every news district, who care for more and they are not satisfied with less. The careful editor, in expressing his opinion, simply strikes a common chord, and the message is transmitted to each and every patron.

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A live editorial, coming from an honest pen backed by a competent conservative mind, often awakens the sleepy portions of the paper's territory and gives new life, new hope and unquestioned activity. A news item seldom prompts a community to greater action and a tell tale sheet only delights those who think the newspaper is the mouthpiece for common gossip.

TRUTH FIRST ESSENTIAL.

I am asked what the editorial page should contain. First, it should contain the truth, given in concise, plain, simple English and the subject matter treated should be of the nature that causes people to act, not only hearers but doers of things. It is a little bit strange, however, that many splendid measures are advocated by the live editor that are not enacted until many years afterward. The people often say a certain editorial possesses the right ring and should be made effective at once, yet they wait, sometimes, until after the editor is dead, before they put the editorial suggestion into practice, and then one or more desire to get the credit for what the thoughtful editor suggested, and, he now enjoying his eternal reward, cannot find the time to defend his earthly propositions.

* * * * * * * *

Editorial columns are splendidly effective condition builders. Conditions in all communities can be made better and the paper that gives a clean editorial page, one that is free of slush and is never ready to accept the questioned, cannot be otherwise than a potent factor in elevating the profession and shedding benefits on all who breathe the pure air of progres and higher civilization. The editorial page is a civilizer. It gives its strength to the progress of the age and it does a work that no other agent can do. It talks to the people at their own fireside, in the quiet of the evening, it takes its place in the family circle and it gently leads members of the family into channels of thought that are helpful and useful.

GUARDIAN OF PUBLIC MORALS.

A news item may soon be forgotten. An editorial truth is usually abiding and it never fails to bear fruitage. Local news very often deserves editorial notice; the passing of some well known citizen, the act of some charitable individual, the sacrifice of some devoted father, the splendid deed of some worthy citizen—all these, and more, deserve a place on the editorial page.

The reformer, many of whom I have heard in my time, who advises one to abolish the editorial column entirely and fill one's paper with local news, usually takes his own advice as far as the editorial column is concerned, but follows it to an extreme by leaving out the news also.

The outcry against the editorial column which we hear so often voiced at our own meetings no doubt originated from the delinquency of the old-timer in furnishing little else to the public save his own opinions, but deference to it has led many of the brethren to the other extreme. Many papers have the bad habit of giving the post of honor to the proceedings of the police jury, forgetting that the article of the most importance to the paper is not always of the most importance to the public.

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The editorial column, properly conducted, adds character to the paper and tone to the profession. I often think that newspaper men are to blame for all of their misfortunes because they belittle their occupation, instead of being insistent that its dignity be recognized. And there is no surer method of lowering the dignity and standing and influence of a newspaper than by neglecting one of its most important functions. The expression of an opinion on an important public matter is just as much the duty of a newspaper man as it is to tell of the actual happening. If the opinion is an honest opinion, if the advice offered is honestly meant, it will always have an influence upon the public, even if it does not coincide with the opinion of the majority. People will think better of a newspaper that does not shirk its

responsibilities, and the editor who fails to fulfill his duty will generally be reckoned as too cowardly to speak out in meeting.

But it may be urged that the necessity of taking a stand upon a public question does not arise every week or every month. Fortunately for all of us, this is true; but we need not drive the editorial column into semi-eclipse on that account. Every community of sufficient importance to sustain a paper has its aspirations, its improvements, its moments of peril. A newspaper cannot better justify its existence or more easily command the support required for its preservation than by using its editorial columns to help along every project that merits public support.—W. E. Krebs, in address before the Louisiana Press Association.

* * *

The account of the proceedings of the Louisiana Press, at Opelausas, which has reached us in very neat pamphlet, is so filled with good things and reveals such a spirit of earnestness and so high a standard of ideals, and of attainments on the part of the members of the press, that we wish that it could be in the hands of every editor and publisher in the United States. First, however, we want just to note the wise and patriotic zeal manifested in favor of using every possible effort and raising any amount of funds requisite to the holding of the Panama Exposition in celebration of the completion of this great undertaking of the construction of the canal across the Isthmus. The holding of this exposition was urged from the high standard of its educational value and the impetus that it would give to all the industries as well as to commerce and the direct benefit to the Government that would result from the broad and practical advertising that would be given to this new channel of trade and travel. It developed that New Orleans proposed to contribute to the proper inauguration of this enterprise $3,600,000, while the rest of the State, the country outside of that city, is asked for $1,500,000. The editors were ready to second the undertaking with their work and influence, which the conduct of the press has taught all the people of the State to prize very highly.

No branch of newspaper work, however, was neglected in the sessions of the conventions.

LEADERS OF ADVANCED THOUGHT.

A leading member of the Opelausas bar, in a welcoming address, did honor, to the profession of law by the high ideals he expressed as well as to the members of the newspaper calling. He said:

We recognize in you the leaders of advanced thought, the uplifters of the moral tone of our country, the builders of a high and lofty sentiment, and the disseminators of that knowledge without which we would grope in darkness.

What a power for good you are, how nobly you espouse the cause of right, and with what sledge-hammer blows you strive to crush out the evil that stalks around in the most brazen effrontery!

It is the public press that dignifies and exalts our people and causes many who might wish to err, to refrain, rather than expose themselves to the searchlights of our newspapers, who, with unrelenting justice, expose what is wrong and reward what is right.

All praise to the press of the State of Louisiana, as well as to our sister States, and may it be that in this, the 20th century, the century of advanced thought, the century of the greatest possibilities, that the good the public press has accomplished in the past will be accentuated by the good they are now accomplishing, and will ever accomplish, until through their noble efforts, such a transformation will take place in the moral welfare of our people that we will feel that the millennium is near at hand, and that through the good offices of the press we have become almost sufficiently purified to ascend to the very gates of the skies.

SYSTEM AND CO-OPERATION.

President E. D. Gianelloni, in his annual address, plead for goodwill, system, business methods and co-operation:

It should be a matter of gratification to every member of the Association that during the past year the Louisiana press has made important strides—its progress has been along substantial and lasting lines, and its march toward better and truer ideals. It is my opinion that there is existing today among the newspapers of the State more real fraternity and respect than at any time during our history. This feeling of fellowship extends not only among the editors in the country parishes, but among the editors of the entire State. The city newspaper man is meeting the country newspaper man more than half way with the "gald hand," and there is no happier omen for the craft than this fraternal feeling. We all recall with pleasure the pretty compliment which was paid the members of the Louisiana press last year by one of the big morning dailies, when the editors were made the guests of that paper at a breakfast. On that occasion were gathered the representatives of all the city dailies, and true amity was extended on every side.

I am convinced that the tie of friendship can be made stronger, if each paper would run a department wherein articles from Louisiana papers only would be given space. That it is a good feature is proven by the fact that many of the Louisiana papers are running a department of this kind, and there is no doubt that it is popular with the people.

* * * * * * *

The time for united effort and real co-operation among the newspapers of the State has come. If we are to be in a position to aid in the work of developing this great State to the fullest extent, we are bound to get toegther. The South, we are told by strangers, who come here, is today the promised land, flowing with all the good things necessary to make a people contented.

A CHANCE TO WIN $100.

HONOLULU, HAWAII, June 25, 1910.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—The Hawaii Promotion Committee will pay $100.00 for a design suitable for a poster to advertise Honolulu's Sixth Annual Floral Parade celebrating Washington's birthday. Designs may be submitted up to August 15th and a decision will be made not later than September 1st.

The Washington's Day Floral Parade has come to be the important Fete Day of the year in Hawaii. The chief fea ture of the celebration is the Floral Parade ittself. This usually consists of flower-bedecked automobiles, carriages and floats. No advertising features are permitted in the parade.

The parade occurs during the forenoon. In the afternoon there are usually sports or contests of some description, and in the evening a street carnival feature and an elaborate mask ball. There are no fixed conditions, but we want a true poster effect—something that is striking and characteristic of the event it aims to advertise.

Yours very truly,

THE HAWAIIAN PROMOTION COMMITTEE,

By Will J. Cooper, Acting Secretary.

Commercialized Journalism

IN addressing his conferees of the Wisconsin Press on the baneful effects of too much of the commercial spirit in the newspaper. W. H. Bridgman, editor of the Stanley, Wis., *Republican*, and later elected President of the Editorial Association, said:

We live in an age of big things. The power of great combinations of wealth is finding expression in journalism, the same as it is in great business industries. No longer does the public wait with bated breath for the editorial utterances of a Greeley, a Halsted, a McCullogh, a Dana or a Watterson, whose publishing plants and publications were only incidental to the all-pervading personality of the men behind them. On the contrary, in this day the people turn indifferently to the editorial page to read the opinions of the stockholders and the big advertisers, whipped into form by a corps of young men, known as editorial writers, who receive the munificent sum of from $25 to $50 per week. And if one of these young men becomes obstreperous and assumes to have opinions of his own, his connection with that publication soon becomes a tender memory.

The great daily papers to whom you and I are looking for direction and leadership, are lacking in inspiration. Notwithstanding this, they are fearfully and wonderfully made. I cannot better describe one than to say that it is a great, inanimate creation, without a heart, without a soul, yet with marvelous power in certain directions. I should justify this by the statement that what I have said is true only so far as the motives of the men who own and control the publication make it true. We should feel no diffidence in discussing this subject with perfect frankness for we, who are actively engaged in editorial and professional newspaper work, can but deplore the tendency of the times. This may be appropriately termed, "The Commercial Age in Journalism."

Some of you can recall a period in the life of our country when a man with a great brain and a great heart and a very few dollars, could build up a newspaper. In this day, he needs more than a few dollars—a few million will suffice—but it matters not if he have a heart or a brain at all. A dockwalloper on the wharfs of an eastern lake port, whose elementary training, both academic and moral, had been sadly neglected, became the owner and editorial director of two or three of the most influential newspapers in the United States. They were merely incidental in perfecting other great plans, in securing contracts from the city, from the state and from the nation. He was building railroads, seeking franchises, and, at the same time, endeavoring to exalt himself, personally, in the eyes of the people. The populace stood abashed at the nerve of a man who, when opposed in his ambitions by the newspapers, simply put an end to it all by buying the newspapers and making their editorial policy what he chose. And more than this, he conducted them on that colossal scale which made it hazardous, if not impracticable, for other publications unsupported by great capital and solicitous as to dividends, to enter that field.

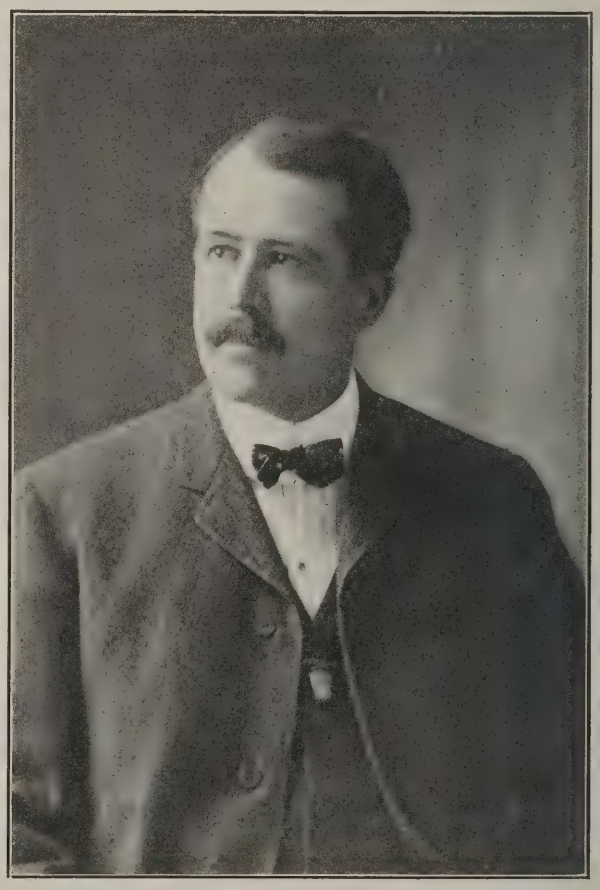
CONTROL OF PUBLIC PRESS.

What in its inception caused the Napoleons of finance to raise their eyebrows in wonder has, in succeeding years, become a practice so common that it scarcely occasions comment.

The history of events in recent years in graft-ridden San Francisco affords some dramatic incidents which had to do with the control of the public press. Those of you who have followed the story of Judge Lindsay's struggles in Denver, have had to hide your heads in shame for the profession to which you belong.

Now the result of this sort of thing is beginning to be manifest. The result is what might be expected. The press is suffering a loss of prestige with the people. In other days the people approached the editorial page as the fount of wisdom and direction. Today factory made editorials have been delegated by the people to the same category with ready-made clothes. They are framed up to further a plan which exists in the minds of the stockholders. This purpose may or may not be to increase the popularity of the paper and earn dividends, but the editorial policy is too likely to be in conformity with a purpose entirely unrelated to the building up of a successful publication, and the earnings are a matter of secondary consideration.

This invasion, I need not warn you, will not cease with the limitations placed upon it by the field of the metropolitan daily. It has already extended to the field of the country daily, and will, eventually, invade the field of the country weekly. It is deserving of our consideration because of the handicap which it imposes upon legitimate journalism. Legitimate publishers cannot meet such competition. The reasons



W. H. Bridgman. Editor of the Republican, Stanley, Wis.

why we cannot meet it are many, but chief among them are two. First, the absolutely reckless spirit of irresponsibility and lack of ideals which pervades the field of commercialized journalism.

The professional pride which permeates the work of the true editor and publisher is lacking in the commercialized journal. Your true editor acknowledges his resposibility to God and his duty to his fellow man. Your $50 per week editor acknowledges allegiance only to his employer, who may not be able to write his own name. Then away with the refined ideals of high-browed journalism. Your great paper of today plays to the galleries. You and I know that there are a lot of things published on the first pages and the second

pages and the third pages of the big newspapers which ought never to be published at all. A lot of things are so published which are not true, which you and I know are not true the moment we see them, and which the editor who allowed them to be published knew were not true when he allowed them to be published. But the purpose is to appeal to the interest of the people, too often it is an appeal to the ignorance, the morbid curiosity and the baser passions and the prejudices of the people.

IS CIRCULATION CRAZY.

The publisher of today is circulation crazy. He wants readers and will have them at any cost. He often gets the circulation by paying for it with cold, hard cash, and without expectation of seeing his money again.

Incidental to these recent developments is the practice of converting the news pages into editorial pages, the coloring of news matter to conform to the purposes and desires of the publishers. This is a practice which was comparatively unknown till in recent years. It has become especially true in political contests. The news columns of many of the great dailies are absolutely unreliable in that their writers have orders to write only news which favors a certain side of a question. And if news columns do not mis-state facts, they are barren of all information which might prove detrimental to that side of the contest in which the publisher and owner of the paper is interested. This practice does not commend itself to what remains of the legitimate editorial profession.

I have recently studied the files of leading New York papers, during the period leading up to the Civil War, and I find that the editors in those days believed that the people were entitled to the news, pure and undefiled, as it came from the agencies which gathered it, regardless of its complexion. But the editorial pages of those papers teem with the reasonings of great personalities that must have carried conviction to the hearts of men, for they spake as men who had a message from on high. They sought not to pervert the ideas of men by inflaming their prejudices against a real or imaginery enemy, but the influence of their logic led men to greater heights of thinking and acting.

We owe it to our country and our God not to try to turn a few paltry pennies by creating a hatred in the hearts of one class of God's people against another, absolutely without cause. I say, shame on such ideals, shame on such journalism. The method of what is popularly known as yellow journalism does not require any comment here.

The second reason why this sort of competition is unfair to the legitimate profession is that it places its product upon the market at a price which is not measured by the cost of production as must be the product of the legitimate publisher. Of this we would have less reason to complain if the product were of benefit to mankind, but when we can demonstrate that its effect is to lower the standard of public morality, we have cause for complaint. A feature of this business policy is to make the advertising patronage pay the cost of circulation and it is a policy which, in my opinion, cannot be too strongly condemned. I believe that the two classes of patronage should each be required to bear its own share of the cost of production. It is this reprehensible practice which has beclouded the moral sense of the editorial departments of some of our great papers. I have it from what I consider unquestioned authority, that the great department stores of Chicago are a unit in condemning certain schedules of the Payne-Aldrich tariff bill, as are heavy importers of certain classes of goods in other cities. It is probably not exaggerating to say that these stores expend an average of $10,000 per day in advertising in the Chicago daily newspapers. For any prominent newspaper of Chicago to have defended the Payne-Aldrich tariff bill would have been to invite enforced suspension.

MUST ARRANGE DIVISION.

I believe a question that we will have, eventually to consider, will be that of separating legitimate journalism from commercial advertising. Dearly as we love the liberal advertiser in our respective bailiwicks, a higher appreciation of our duties to the public will one day bring us to a careful analysis of our true relations to the advertising patron.

You may have gained the idea from these few remarks that I am a pessimist. But I am not. I am speaking to an association whose active membership is almost exclusively of country newspaper men and women. The spirit of modern commercial enterprise has not yet invaded our sanctums. We sometimes do things in our respective fields which we consider progressive, but it is a far journey from our $5,000 plant and 2,000 edition to the skyscraper perfecting press, printing more papers in a minute thane we print in a year. Yet, if 100 copies of the great daily arouse in the hearts of the people that bond of sympathy, that responding confidence, that cordial acceptance of face value which is accorded one single copy of your insignificant sheet, then would the great daily evangelize the world in a single day.

I am still so old fogyish and sentimental as to believe that my duties as an editor in my community clothe me with some responsibilities greater than those which rest upon any other man of the community, with the possible exception of the clergyman. I am frank to say that my conscience has not yet permitted me to publish the gruesome details of murders and murder trials, and accounts of other crimes in a minute detail, so repulsive as to cause shudders to chase themselves up and down the spine of a normal adult. I say I deem it my duty to suppress such things in the interest of the youth in the homes where my paper is read by each member of the family old enough to read. Such matter is not news. And, however much of the populace may crave that sensationalism, I can justify my action as a newspaper editor in denying them the privilege of reading matter which I know they ought not to read. "I am my brother's keeper" to a greater degree in the editorial profession than in any other.

CONSERVES OUR IDEAS.

Let us strive to keep the field of country journalism untainted by commercialism. Sooner or later it is sure to attract the attention of the syndicate fiend, because of the opportunities which it offers to exploit the people by virtue of their faith in the integrity of the country press. The country press of Wisconsin may be provincial in many localities, it may be lacking in modern mechanical equipment. Here and there the same hand which writes the editorial sets the type out of an old-fashioned news case, makes up the form and turns the press yet withal, the people have faith in it, they trust it. The great "Yellow" can arouse the people to action when there is something sensational, but the country press still has the power to secure co-operation from the people in building up.

Our most sacred duty is in conserving the higher ideals and standards created by the fathers. It is your duty and mine to inspire faith and hope and confidence in this republic. Let those who must accomplish their unholy purposes that way, preach the doctrine of hatred and discontent and unrest. I regard the creation of courses in journalism in our universities as a hopeful sign that it may eventually result in establishing a standard of qualifications for admission to the work as special training has done in the other professions. A man called to editorial work who has not a proper appreciation of his relations to the public is a greater menace to the safety of the nation than would be the armed host of an invader. Our boasted liberty of the press too often becomes license.

"IS THE INFLUENCE OF THE NEWSPAPER DECLINING?"

"MUCK-RAKER," PRESIDENT TAFT AND OTHER SUPERFICIAL CRITICS ANSWERED.

Every one of us suppresses news for the public good—news that would do no earthly good to any one but do immeasurable harm to individuals, to the community and to the rising generation.

"A newspaper is a man done up in brevier and nonpariel"—A newspaper has a heart.

Public men make a great mistakes when they read the newspapers in the light of reflecting selfish ends.

The influence of the press is growing with the increase of the power of public opinion.

The earlier newspapers were controversial, personal, bitter in the extreme, without news and not temporately or logically argumentative, and were dependent on partisan owners and "patronage"—not a free press, but tied and manacled by the terms of its existence and the publisher was a public pauper.

The old purely party organ has almost entirely disappeared.

The newspaper business has become a legitimate one. The first principle of business success is to sell honest goods.

Advertisers do not control—their control would kill circulation. The editorial rooms of every newspaper preserve better than ever before the ethical standards.

The first business of the newspaper is to give the news—what people are doing and thinking.

Men have grown larger and outgrown childish things, and newspapers have grown larger and outgrown the bounds of organs—of a single idea.

A newspaper has no power unless it is right.

Press influence was never before so great as it is today—never existed for such good purposes.

The old-time newspaper had only the power the politicians gave it, now it has the power of the people behind it.

BY WILLARD D. MCKINSTRY, OF THE WATERTOWN, N. Y., TIMES.

IS the influence of the newspaper declining? I unhesitatingly answer that it is not, but that it is growing, and that its influence was never so great and that it was never so much for good as it is today. A good deal has been written and said of late to prove the contrary, but it is either because the critic has been pessimistically dispeptic or because he did not comprehend the true purpose and the true power of the newspaper. We hear criticism charging that the newspapers publish too much of the news and print too much of what is not fit to print. This comes from the conservative classes, the ministers and others, who generally take pains to read what the newspaper man prints for them. The other criticism is that the newspapers do not publish enough; that they suppress news for a business consideration.

"A leading muck-raker makes this charge, which is reprinted and answered in the Editor and Publisher. He say, 'We have no longer a free press; that nobody reads editorials except the proofreader, who is paid to read them.'

"President Taft is another critic. He intimated that the newspapers were entirely controlled by the counting-room, and that failure to take off the duty on print paper was the cause of unfavorable comment on his administration. The muckraker charges that news is suppressed. It is. Every one of us suppresses news for the public good. A newspaper has a heart as well as a man. We do suppress news that would tear a famliy to pieces, that would cut the heart of a wife like a knife and bring shame to the children, and whose publication would do no earthly good to any one, but do immeasurable harm to individuals, to the community and to the rising generation. This kind of news is the muckraker's field, and among the thousands of newspapers in this state there are few muckraking sheets.

"You newspaper men know, and I know, in our daily and weekly experiences, the motives that lie behind us in suppressing such news as we do suppress and tempering it where we cannot suppress it, and we are proud that we do it. A former speaker before this association said: 'A newspaper is a man done up in brevier and nonpariel. It goes into your pocket, it comes out at your home, it is admitted into the privacy of the family circle. It has no right to say anything which a gentleman calling at the home would not say. It may be a rowdy or a loafer and appeal only to rowdies and loafers, but if it goes into good homes it must be a gentleman.'

PRESIDENT TAFT'S CRITICISM.

"Let us look at President Taft's criticism in the light of your own experiences. Does the price of paper control your opinions? If you speak of the tariff on paper it is not from a personal standpoint, but from some principle involved which may effect you more than others, but is general in its application. Now let us get right down to the real fact. The influence of the press is the influence of public opinion. If President Taft's administration was early criticised it was because public opinion was critical and the press reflected it. That attitude has been changed, and why? The tariff on paper is just the same, but President Taft succeeded in pulling out in good shape work in Congress, making a most creditable record. Public opinion says so and the press says so.

NOT SELFISH ENDS.

"Public men make a great mistake when they read the newspapers in the light of reflecting selfish ends. They would do better if they gauged public opinion in a broad sense by the interpretation of the press. The newspaper does not create public opinion. It records it. The power it gets is in crystallizing it into action. Public opinion is made on the acts and works of public and private men as portrayed by the press from day to day and week to week. It is built as corals build islands,

atom by atom until a great body is created. It is not made in the heat of a short campaign, but is the slow growth of an idea. The newspaper may forecast it, and apparently create it. It may take Horace Greeley's motto, to 'Find out what the people want to do and then tell them to do it.'

"Is the power of public opinion lessening, or is it growing? If it is growing, the influence of the press is growing, for it is a reflection of public opinion, and I do not believe any one will dispute that there was never any other time when the voice of the plain people was as potent as it is today.

THE EARLY DAYS.

"Let us go into history a little as to the beginnings and rise of the newspaper. 'Way back in the early days there were differences of opinion as to certain policies of government. These differences created parties. The advocates of differeing opinions said we must have a means of putting our policies and the arguments for them before the people and get an expression from them at the polls The leaders put their hands in their pockets, bought a press and type and hired a printer, who was nominally the publisher, but was under the dictation of those who furnished the money and who had a right to control the utterances of the journal for the purposes which they had established it, and for which they had paid, and the party organ was born. It was not a newspaper and was not expected to be. It was a tract. It printed only such news as was favorable to the policy it was established for and distorted all news, if it printed it at all, favorable to the other party.

"De Tocqueville, in 1835, in his 'Democracy in America,' was amazed at the number of newspapers in the United States and the influence they exerted, but he was not favorably impressed with their tone. 'The most distinguished classes of society,' he said, 'are rarely induced to engage in these unedrtakings, and the journalists of the United States are usually placed in a very humble position with scant education and vulgar turn of mind.'

"Such was his opinion when Horace Greeley was running The New Yorker and James Gordon Bennett had just started the New York Herald. You have only to look over old files to see the truth of his observation. The tone of the newspapers was bitter and personal. They were controversial in the extreme and not argumentative. They abounded in personalities and of news they had none. The newspaper was born of the Civil War. People wanted the news. The Associated Press was started, and as this served papers of all parties alike, it had to give the news unbiased, and it was printed in all of them alike, the views of the paper being shown in the headlines and the editorial comments. Even this distinction has disappeared, and headlines have become merely a synopsis of the news underneath them to help the hurried reader, and the comment has become fair on the facts stated.

"Let us go back to history. The printer gradually bought out the original owners, but still he depended upon them and upon the party for which his paper stood for his support, and kept it largely on the same lines. He expected support from merchants, lawyers and everybody else, of his particular party, and he didn't expect any support from those of differing opinions who had an organ of their own which they supported. We have the nomenclature of those days with us in the words, 'patrons' and 'patronage' and 'subscriber.' They patronized the organ of their party, and they subscribed, not for a newspaper but for the support of an organ. It was not a free press, but was tied and manacled by the terms of its existence and its publisher was a public pauper.

"The printer publisher gradually began to ask himself why he should put his money and his work into a service from which he had no returns. Why should a merchant refuse to sell goods to anybody but Presbyterians? Why should he make goods sold only to half or perhaps less than half of the community? He gradually enlarged the article which he manufactured into a real newspaper and put it forth for what it was, the news of what people were doing and the news of what people were thinking The progress was slow, the old idea died hard, and politicians continued to assume a right of control of his capital and labor and business, but the great mass of the people liked it. He found that he could sell more goods, and today the newspaper businesss has become a legitimate one, established on business principles. Now what are business principles The first principle of business success is to sell honest goods, and more and more newspapers have been doing it. The old purely party organ has almost entirely disappeared, for as a business proposition it has generally become a failure, and its influence as measured by the party organ of years ago has declined, while the influence of the real newspaper, honestly reflecting public opinion at large, has increased.

ADVERTISERS DO NOT CONTROL.

"The charge is made that in becoming a business proposition the newspaper has dropped the old ethical standards and become entirely commercialized; that it is now controlled by the advertisers. Did any advertiser ever try to control the policy of your paper, and if he did, did he ever succeed? I have never known such a case. What advertisers want is circulation, and they don't care a rap what fads newspapers may carry if it only carries them into homes where they want to sell goods. If the advertisers could control newspapers, or wanted to, they would simply kill the circulation of that newspaper and then they would not want it as an advertising medium. Every newspaper publisher knows this, and what the counting room demands of the editor is such a close touch with the great majority of public opinion that the newspaper shall be such a welcome visitor in the homes of the people, that they will be willing to pay for it and take more copies of it. The editorial rooms of every newspaper preserve better than ever before the ethical standards. They are more unhampered than ever before to study the pulses of the common thought and to reflect accurately and honestly the best average of that thought.

GIVE THE NEWS.

"The first business of a newspaper is to give the news. And what is the news? It is that which is of the most widespread public interest. Is it only what people are doing, or is there other and more important news of what people are thinking? There is a good deal of talk about the decline of the Editorial. President Taft speaks of that. Even so forcible an editorial writer as Henry Watterson thinks it is declining. It is as a personal thought. The Greeleys and the Raymonds in their day furnished both the news and the comment and were powerful personalities in shaping the public thought by the power of their individual wills. The public hadn't the material on which to shape their own thought. These men had all the putty and could make their own idols which was the only thing the common man had to wor-

ship. With the birth of the real newspaper all this changed. The common people have today all the facts on which to form their opinions that the editor has, and on the average, are just as capable of forming them. We have newspaper writers today just as capable as a Greeley or a Raymond, but the common level has risen so high that their personality is nothing. It is no longer what a Greeley or a Raymond or a Dana says, but what a Tribune or a Sun or a Times says, and their influence is proportionate to their success in properly reflecting public opinion. If the influence of public opinion is greater than ever before, the influence of the press is greater.

INFLUENCE INCREASING.

"And I believe the influence of the press is constantly increasing, for it is taking the place of all other methods of reaching the people. Parties and politicians must advertise. The political stump speech is gone. Torch light processions and brass bands and 'come one, come all' have been put aside as childish things in the larger maturity of today. Political leaders now set forth their arguments in the presence of reporters and the people of the entire nation hear them. Men have grown larger and outgrown the narrow bounds of organs of a single idea. Newspapers are more and more the means of conveying ideas, and then reflecting back to the people their opinions based on the information given them. A newspaper must not tamper with the news. It must not misrepresent the common thought based on that news. It must be honest with its readers and fair in the discussion of all questions. A newspaper is recognized for its honesty just as an individual is. It must be free from all entangling alliances. In this way it wins confidence just as an individual does, and there is a power in a newspaper through its own individuality, for when the people recognize that a newspaper is honestly reflecting public opinion, not trying to dictate to them, they in a degree allow it to do some of their thinking for them.

MUST BE RIGHT.

"A newspaper has no power unless it is right. Not all the combined newspapers in the country could make the people accept a wrong. Newspapers may sometimes put a curb on popular passion by cool reasoning and showing the exact facts, but the sober second thought of the people is always right. Newspapers may have some influence, either to inflame passion or to bring about that sober second thought. There are some newspapers with the motto, 'Raise hell and sell papers,' that seek to influence public passion. but they are so few that the newspaper world ought not to be judged by them, and, as a matter of fact, while sensationalism and passion may start a newspaper, it does not sustain one and such newspapers having attracted popular attention, then seek to clean up and court respectability as a measure of self-preservation.

"Is the influence of the press declining? This is a gathering of newspaper men. How is it in your individual cases? Do you find a lessening or an increase in the power of your own publications? Have you a greater freedom in tracing out the currents of public thought 'in the publication of legitimate news,' have you a larger field than your paper had, say ten, fifteen or twenty years ago? I think the majority of you will say that your publications, in a broader sense, have more influence than they ever had before; that any one of you could recite numerous incidents where you have brought about results when you could not have brought them about under former conditions and would not even have tried to do so. I think that you will agree with me out of your personal experiences that the influence of the press was never so great as it is today and that it was never exerted for such good purposes.

"You have built up your communities by taking the initiative in public enterprises, and seen needed public works accomplished by that 'damnable iteration' which Charles A. Dana recommended, constantly pounding an idea into the public thought until the public began to think it was its own thought, adopted it as its own and acted upon it as its own. You will notice that I have claimed no inherent power in the newspaper mechanically born of type and press. As in every other business it is the soul that speaks and character that counts, and in the properly conducted newspaper its soul will beat responsive to the best impulses of the great human soul and to the best of human aspirations.

"I do not minimize this ethical side of the newspaper. While it is no production of magic, as some people suppose, and not the product of the wisest or most learned, it is the faithful exponent of the people's will, and in that it has ever-increasing power. The old-time newspaper had only the power the politicians gave it; now it has the power of the people behind it. Then it was the expression of the few; now it is the expression of the many. It is the lens which concentrates the rays of public opinion to a burning focus, and kindles the flame which burns out wrongs. It is the searchlight which discloses the evils of dark places and purifies the noisome spots. Its power is the power of publicity which no evil can stand against, which weakens every wrong and strengthens every right. It is a power which grows in opportunity and in good purposes every day."

THANKFUL, AND GLAD HE IS IN THE NEWSPAPER PROFESSION.

OFFICE OF THE OBLONG ORACLE.

OBLONG, ILL., July 12, 1910.

Hon. B. B. Herbert, Chicago, Illinois.

DEAR MR. HERBERT:—I want to thank you for the many kind expressions you sought to exercise through your splendid monthly magazine, the NATIONAL PRINTER-JOURNALIST, about me. I am profoundly grateful to you for the same and while, perhaps the matter is, from my point of view, unmerited, I assure you I appreciate it. With you, I am glad I failed of appointment in the mail service and also that I gave up the study of law for the newspaper profession in which I have been fairly successful. Trusting that I may be able to fulfill the duties of President as well as my predecessors and again thanking you for the liberal manner in which you handled our recent convention and the personal reference, I am,

Fraternally,

J. M. SHEETS.

"IT IS JUST RIGHT."

OFFICE OF THE RECORD.

ADA, OHIO, June 16, 1910.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I enclose the amount due on subscription. Your publication comes nearer meeting the needs of the printer than any of the several publications with which I am familiar; it is not too technical—it is just right.

Yours truly,

AGNEW WELSH.

Full, Rich Grain of the Ear, Not Husks or Chaff—Giving Facts and Presenting Helpful Truths

OFFICE OF THE DAILY EXPRESS.

KIRKSVILLE, MO., June 27, 1910.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Illinois.

DEAR MR. HERBERT:—I enclose herein a copy of an address delivered before the Missouri Association last week. If you care to use it, you are welcome to it.

Yours very truly, W. RIDGWAY.

I WAS interested in a paragraph headed, "An Italian Shot," which appeared in one of our North Missouri newspapers last week, and which gave in these instructive sentences the story of a tragedy as the editor of the paper heard it:

"We are informed that an Italian, whose name we have not learned, went from this city to Des Moines a short time since. He had not been there long before some trouble arose with the result that he was shot, but how seriously we do not know. Have not been informed as to the nature of the trouble that led up to the shooting."

Doubtless very little of wit was intended by the writer of these bristling sentences, but the humor overwhelmes me, especially when I consider that the item is taken from a weekly paper. A newspaper man who had seen the paragraph remarked to me that he thought the writer, rather than the Italian, should have been shot. There might be some excuse for a daily paper of limited force to publish a news item without giving any facts, but the editor of a weekly paper who will write sixty-three words without stating even one fact, merits capital punishment. Careless, slipshod methods of reporting and writing news has a bad reflex influence upon any community that is unfortunate enough to have newspapers that employ careless methods. A newspaper man has no right to pad his space with stuff and ask the innocent public to pay for the privilege of reading it. The editor who would do so should have at least one damage suit in his lifetime to make him more careful in reporting and writing news, and to make him sift every event for at least a few facts.

A newspaper's moral and material influence is too great to give off carelessly written news with respect to persons or institutions, for its relationship to the community is very close, whether it be a daily or weekly. After all, the daily paper is only the weekly multiplied by six or seven; my wife says, with six or seven times the number of care-lines on the face of the editor.

An ancient book has it that "Where there is no vision the people perish," and the saying has something to do with newspaper folk as well as with other folk. Few men running small daily newspapers expect to get riches or honor, but they publish them, believing that they may see, in a small measure, the realizatiion of their vision of usefulness to society. A newspaper man is very closely and sympathetically allied to his town. If an interurban railroad or a municipal light plant, or a power dam, or a county fair is needed, the real editor, worthy of the honorable name, of the daily or weekly paper is usually the man singled out to boost the enterprise, and it is well that he be singled out, for if he is of the right kind, he has a vision of a bigger and a better and a more beautiful town. He sees the vision of the town government placed above ward politics and upon a good business basis. Every one of you know that the average Missouri city of ten thousand people today is carelessly and indifferently managed, and is often made the prey of self-seeking men; and everyone of you knows that if the daily papers in the average Missouri town were doing their duty without fear or favor, conditions would be immeasurably better than they are. I believe that the newspapers of this state should now be advocating such reforms as will enable our towns to be more wisely managed, and more adequately provided with revenues with which to pay their living expenses, which, as you know, are quite high this good year.

A newspaper to be a constructive force in a community must be controlled and edited by a constructionist. The editor and the reporters must be awake to the natural resources and possibilities of the town, and they must carefully give every item of news that will encourage the building of the town along material lines. The news column of a small daily must possess this creative and upbuilding characteristic as well as the editorial column. I believe that I can go further and say that the advertising columns should likewise possess that characteristic. Ads are a very strong factor in the community life; they contain the commercial news, the store news of the community. One of my patrons lately complained that he does not get the people to read his advertisements, a condition that is as much regretted by the *Daily Express* as it is by the patron of the *Daily Express*. I think there is a reason for this condition, and the reason was expressed by the advertiser himself, when he said that certain merchants had abused the right of advertising, inasmuch as they had mislead the people and had caused them to be suspicious of advertising.

I have found it takes a conscientious effort on the part of an editor to overcome the negligence on the part of the people. Advertising is commercial news to be read by every subscriber, man or woman. I read the story of a subscriber of a metropolitan paper, father of a large family of girls, who declared he was going to quit taking the paper. A friend overhearing the statement asked, "Is there too much scandal and police court news in it for your family to read?" "No," said the subscriber, "too much bargain sales."

That the advertising columns are not read may be due not only to the merchants for the reason indicated, but may be due to the papers which have not endeavored earnestly to interest the people in their business columns. It may be due, likewise, to the public which is disposed to read a thirty-six page Sunday paper in less than thirty-six minutes. They have the headline habit and with it superficiality.

"I had rather have a good newspaper in your town than a church," said the traveling representative of one of the big press concerns, who is a sort of a preacher himself when he is not talking Duplex presses. He rightly says that a newspaper is the biggest thing in the town and the most influential when it has behind it a personality surcharged with energy and devoted to the public weal. The press man is an idealist, perhaps, but why not? Journalism, particularly country journalism, is idealism.

There are people, many of them I hope, in your town, whose reading is confined to your little daily paper, whose inspiration, if they have any, comes from you. I think of the old gardener in the edge of Kirksville, who came to my office lately and, paying for his month's paper out of his hard-earned money, told me that mine was the only newspaper which he read. I felt like returning the money, and saying that we didn't want the responsibility of educating him and keeping him in line as a citizen. With the press salesman I say that character counts for as much in my office as it does in the parsonage, and that it contributes its part towards molding and upbuilding the community. I consider every editor a preacher; not a preacher of dogma or dollars, but of doings. And to return to my first statement, he must be a careful preacher; careful to preach of facts and to teach the truth, even if by doing so he is sometimes made unpopular.

My Impressions

I am Ex-Officio Factory Inspector of the United States. Wherever I go, and I go quite some, I inspect factories, elevators, mills, stores, shops.

I am always on the lookout for the big industries, looked after by the Big Boys, who are doing big things, and making this world a better place because they are here.

The Dodge Plant at Mishawaka interested me mightily. First, on account of my friend, "Mel" Mix, its president, a central Illinois product and my old neighbor. And second, because the Dodge Manufacturing Company is helping harness the forces of Nature, and driving the countless wheels of trade. To hook up a waterfall and have it do the work of a thousand horses and as many men, to me, is an almost miraculous thing.

Such work means civilization—it means happy homes, gardens, flowers, trees, books, pianos, pictures. It means paved streets, good roads, painted houses, trolley lines, school houses. It means safety, health and decent prosperity. It gives work to thousands upon thousands. That is the reward of good work—more work.

If the devil finds you idle he will get you to work in his factory, as sure as hell.

In the Dodge Plant I saw a very hearty, willing and healthy lot of workers. I know nothing of what they are paid beyond what I saw written on their faces. And the look of content proved to me that everybody was paid all he earned.

I saw no sign of tyranny or oppression. And yet everywhere I saw tokens of a noble discontent. Nothing was quite good enough, it must be better. The last buildings built were better than the first. Here was constant improvement. "To stand still is to retreat," said Napoleon. When you think you have got it you have lost it.

In order to hold the old customers, you must get out after the new.

The Dodge folks are going to the front. The best for them is yet to come.

The number of young men about the place was a hopeful sign. They are getting an education at their work for their work.

The system, order, economy, activity, good cheer, courage, hope, self-reliance and courtesy of the Dodge Plant are most impressive.

With the Dodge folks there are no frills, fads, fuss, feathers or flunkeys. I saw no figureheads paid big salaries for drawing their breath.

Moral Punk was noticeable by its absence. The whole impression is one of high intelligence—but not so high that you have to stand on a step-ladder to reach it—combined with great simplicity, directness, honesty and an understanding of this great fact: You can only help yourself as you benefit humanity.—ELBERT HUBBARD.

A Lithographer's Views

Washington, June 3, 1910: A member of the National Association of Employing Lithographers, writing to the Board of Directors of that orginazation on the subject of the free-printing of the individual return-request on the Government stamped envelopes (482,000 free-printed jobs in the course of a year,) says:

"We are in receipt of members general letter No. 547 explaining the action of the Board of Directors on the subject of stamped envelopes, and want to take decided exceptions to the action of the Board on the subject, and regret that the Board did not take other action at that time, for we feel that the action and explanation of the Board is entirely wrong. We would have no objection to the suggestion relating to the amendment of the present laws made by Mr. Lawshe, but we would have decided objection to this amendment, were the present law allowed to stand in its present form. There is no doubt in our mind that if some way can be devised for a fair and equitable manner of embossing stamps on lithographed envelopes it might lead to some business for lithographers, but we do not think it would amount to a very large quantity, but under the present arrangement the only one who can do any printing at all on a stamped envelope is the contractor for the manufacture of these stamped envelopes. There are hundreds of envelope manufacturers and printers in the country that are fitted for printing envelopes very cheaply with special machinery used only for that purpose, but under the advantages enjoyed by the Dayton contractors for stamped envelopes, as the law now stands; they have absolutely no chance to compete in any way. If in addition to the present laws, the recommendation of Mr. Lawshe would go through, it would mean only one thing that the Dayton contractor in addition to having the exclusive right of printing envelopes would also put in a lithographing plant and enjoy virtually a monopoly of this part of the business also, for it is folly to think that a lithographer, situated like ourselves, for instance, many hundred miles from Dayton could lithograph envelopes and send them down there for making and embossing being thus compelled to pay whatever charge the Dayton factory might see fit to put upon the envelopes, in addition to freight both ways, and competing with a lithographic plant installed by the Dayton people in their own town. The installation of a plant would follow immediately if Mr. Lawshe's amendment should go through, and they would be in a position to get virtually all the lithographed stamped envelopes that would be manufactured.

We regret very much that the action of the Board was taken before giving the members a chance to express their opinion on it, and we also think that the explanation contained in this general letter of this action is very one-sided, and a wrong matter. We regret that this firm will not be personally represented at the next meeting, for if this letter should come before the meeting, we would like to be heard from, as we are vitally interested, and we think it advisable to put this leter in the *Bulletin*, and try and get the expression of some other members, whom we also know are as vitally interested as ourselves in this matter.

Members of the Milwaukee Press Club gathered in the rooms on June 1, to pay tribute to departed brothers and to unveil a tablet to the late Gen. Louis Auer. Former Gov. George W. Peck delivered an eulogy on Gen. Auer, full of reminiscenses of bygone days, touching upon hunting trips, military operations and civic activity. The life and work of Andrew J. Aikens was reviewed by John G. Gregory. H. P. Myrick spoke of William A. Rublee, and Henry F. Tryrell eulogized Mather Dean Kimball, whose death was but recent. Robert F. Howard and William S. Dunlop, both veterans of active newspaper work, who died in the harness, were paid tributes by Oscar H. Morris and Charles D. Boyd, respectively. Resolutions on the death of Robert F. Howard, Mather, Dean Kimball and Gen. Louis Auer were adopted.

The Illinois Woman's Press Association has elected the following officers for the ensuing year: President, Mary Eleanor O'Donnell; Vice-presidents, Cornelia Templeton Jewett, Caroline Huling and Mate Palmer; Treasurer, Salena S. Martin; Corresponding Secretary, Ada Barton Bogg; Recording Secretary, Addie Farrar Andre; Chairman of Sections—Author's, Elizabeth A. Reed; Contributor's—Maude M. Jackson; Editor's—Ethel M. Colson; Poet's Ophelia Lawrence B. Blair; Publisher's—Estelle Ryan Snyder; Reporter's—Jean Commerford.

Wisconsin Editors

THE Fifty-seventh Annual Convention of the Wisconsin Editorial Association, was especially notable for the hospitality, entertainments and courtesies extended by the daily press and the people of the Cream City of the Lakes. The Milwaukee *Journal,* L. W. Nieman, editor, was especially happy in the welcome extended. The first page of the paper of July 7th, was surrounded with forty-two excellent half-tone portraits of members of the Association, as a border, while a cartoon, strikingly illustrative of the helpful mission of home newspapers, filled the upper half of two columns. Its forcefulness in portraying a truth as to service, often acknowledged, but substantial manner, was of a character that ought to appeal to every conscientiouss newspaper worker, and would fully justify its reproduction, with due credit, as a hint from high authority as to what every worthy home publication is constantly doing for the "Prominent Citizens," who are made prominent and helped to higher accomplishments, influence and usefulness through the local press. When the editor of this paper reached Milwaukee, the first session of the Convention had been held and the editors were enjoying a lake excursion as the guests of the enterprising *Evenging Wisconsin.* On the return, filled with enthusiasm over the pleasures enjoyed, they were escorted by the Newsboys' Band to the office of the Milwaukee *Journal.* Then followed a reception at the office of the *Daily Journal,* and an inspection of the splendid plant, and the members of the party were photographed in a group in front of the building—a half-tone of the group photo was published in the *Journal* on the following day. A visit, by invitation, to the Telephone Exchange, came next. Here the handling of the telephone messages of a large city, direct through the main exchange and through eight or nine sub-exchanges, was fully explained. Did you ever visit a telephone exchange station? If not, you have missed one of the interesting and instructive wonders of the twentieth century. The scientific arrangement of the great callboard; the electric light signals given at every call; the most effective handling of one hundred and twenty calls each hour by every one of scores of bright young ladies; giving the direct connection with each party called or switching to the proper sub-station; the absolutely perfect system by which the exact time taken by each operator in connecting the caller with desired number, and dozens of other matters and devices elicited constant wonder. If an operator makes a blunder or takes more than the proper time in handling a call, a record is automatically made and is copied and placed on a bulletin-board opposite her name in the splendidly fitted up rest room for the girls. Too many errors mean a discharge. One of the editors, who also conducts a printing office, remarked that it would be a thing most desirable if so perfect a record could be kept in a printing office. The result would be the speedy weeding out of the careless and inefficient and properly awarding merit. It certainly would prove a most valuable spur to careful, speedy and effective work. There could be no sloth or soldiering without immediate detection. The evening was enjoyed by the editors at the rooms of the Milwaukee Press Club, while the ladies witnessed "The Commanding Officer," as the guests of the Alhambra Theatre.

At the Press Club an address of welcome was delivered by Milwaukee's new Socialist Mayor, in which he said:

"I am happy to bid you welcome to Milwaukee, and I hope you will enjoy a good time while you are in our city. I am not going to fall into the mistake that some do of telling you of your mistakes. You might turn around and tell me of mine, and then I know I would get the worst of it. When I read the papers there seems always to be much more between the lines than the ink shows. I can see that you are fighting the same battle that most of us are doing—to keep the wolf from the door.

"I am not here to condemn you, but I am here to predict that the time is coming when the energy we now have to expend in the struggle for bread and butter will be devoted to something higher. Some day we shall attain to heights where we shall not have to fight for the cruder things, and then I am sure we will all be happier and better men."

Group of members of Wisconsin Press Association and their ladies—R. B. Wentworth, Portage, the only living charter member of the Association formed in 1853, is seated between the ladies. Back of him standing, are President Geo. F. Cooper, Secretary F. E. Andrews, Hon. John Hicks of Oshkosh, Wis., late Minister to Chile, Col. J. A. Watrous of Milwaukee, and other prominent members.

President Geo. F. Cooper, of Black River Falls, and W. H. Bridgman, editor and publisher of the *Republican,* at Stanley, who was later elected as the new president of the Association, fittingly responded. Pleasing remarks were also made by George C. Nuesse of the club, President George C. Cooper of the association, W .H. Bridgman of Stanley, and F. A. Cannon, Guy Gregg of Milwaukee, and J. M. Axtell of Sparta.

Henry W. Bleyer, oldest member of the press club, with one possible exception the oldest in the State, still in the harness and the veteran of all gathered together at this function, was presented by the club with a bouquet, taking him completely by surprise.

Refreshments were served, a very pleasant, social time fully enjoyed and the Milwaukee press boys won a place in the hearts of the editors as "jolly good fellows," bearing the right stamp of hearty, newspaper good fellowship.

The first day's session, as shown by the very excellent, worthy and full reports contained in the Milwaukee dailies had been one of great interest. Recently we have not made

a practice of giving accounts of conventions in such extended form, feeling that many of our readers had other means of securing these accounts, and wishing to preserve our pages for treatment of the profession of journalism and art of printing in direct manner, but the value of the papers and the instructiveness and interest of the account, with the new and pleasing things contained therein, fully justifies the republishing of the following from the *Journal* of July 7th:—

Like a voice from the past was the presentation to the Wisconsin Press Association in the convention hall of the St. Charles Hotel of a bound volume containing the minutes of its first meeting fiftyseven years ago.

The presentation was made by R. B. Wentworth, Portage, an honorary member, the only survivor of the thirty-one editors who attended that meeting. The volume contains the minutes, also, of the 1857 meeting, which was the next, and those of the following two years.

At the 1857 meeting the Wisconsin Editors and Publishers' Association was organized. The volume contains letters from a number of old-time editors.

GIFT APPRECIATED.

In expressing the thanks of the association to Mr. Wentworth, Col. J. A. Watrous said:

"I cannot think of anything that any one would present to the Wisconsin Press Association that would be more highly prized than a record of the organization of the first press association in Wisconsin, and also the first one in the United States. I know that every newspaper man and newspaper woman in Wisconsin will thank Mr. Wentworth for this present."

On motion of Secretary F. E. Andrews of the Bloomer *Advance,* it was voted to instruct the president to deposit the volume in the State Historical library at Madison for safe-keeping.

ATTENDANCE GOOD.

About 100 attended the opening session. President George F. Cooper, Black River Falls *Banner,* cut his address short, because of the length of the program. He expressed appreciation of the entertainment given the association by Superior at the last convention and to the Superior Commercial Club for awarding $150 in cash prizes for the three best write-ups on Superior to appear in the respective papers of the editors, which went to W. H. Bridgman, Stanley *Republican;* Lura Dow, Lodi *Enterprise,* and Percy Atkinson, Eau Claire *Leader.*

"The time is not very far distant," he said, "when the paper which is a football of privilege or a plaything of vanity will be a rarity in the newspaper field."

Following the address of Lieut. Col. J. A. Watrous, an honorary member, James E. Jones, Kilbourn *Event,* one of the old-time members of the association, said:

PRIMARY ADVERTISING.

"The primary eletcion law has caused candites for office to send us a half dollar and ask us for $10 worth of advertising."

THE LADY EDITOR IS HERE TO STAY.

"The lady editor has come to stay," said Miss Lura Dow, editor of the Palmyra *Enterprise.* She paid a warm tribute to the memory of Miss Emma Brown, for a time editor of the *Wisconsin Chief,* Fort Atkinson, succeeding her brother, Thurlow Brown, in that position. Miss Brown was the aunt of Neal Brown, Wausau.

Miss Dow told of her own work on the paper formerly run by her father, which she bought some time after her father's death, following a period of school teaching when she had a school in La Crosse. She said in part:

"There are oceans of hard work in the business, but in what, that is worth while, is there not? There are unpleasant things about it but there are about anything of real value. There is small remuneration, and this we must admit is one of the serious disadvantages, but here it is well to be the lady editor.

"A publisher was once speaking to me about the loyalty to home merchants which the *Enterprise* maintains in cutting out all foreign competing advertisement, and he said: 'Your position is right; but I could not support my wife and children on that policy. And I replied, 'Neither could I, perhaps, if I had a wife and children to support.' Another advantage of being a lady editor.

"There undoubtedly is a place in newspaper work for which woman is especially fitted and she fills it far oftener than is known. She doesn't always answer to the call of editor; she is often only the editor's wife. Now be honest. How much of the work for which you are receiving credit is the result of your wife's power and thoughtfulness?

GIVE WIFE CREDIT.

"Many of you should place her name by the side of yours at the top of the editorial column. When you have an exceptionally important article for publication, you like to read it to her and secure her approval, dont you, just as we ladies enjoy the counsel and approbation of brotherly advice?. In a sense she is the lady editor, isn't she? It is only another example of brain power and thoughtfulness, for which the general gets all the credit.

"Woman has not, as yet, climebd to an equal height in political matters, which is something of a hindrance when politics plays such a prominent part in the editorial columns of most periodicals. But even with her limited knowledge of great economical and political questions, she could not make more blunders than some of her brother competitors, who are supposed to know all about those great questions, especially if they are to be their own judges; or even as many as some of the politicians themselves.

"I do not know how welcome we may be in the editorial field. Surely, we have received the greatest courtesies from our brother editors; but if the ladies should enter the work in such numbers as to monopolize it, it might be different. But I do not believe the percentage of editors who are ladies will ever be large. Perhaps you think this is an unconscious admission of man's superiority. Then so let it be. The advantage is certainly on his side, but I believe that the further development of woman should make her a close competitor."

THE PRESENT AND THE PAST COMPARED.

"The press made its most lamentable mistake when it ceased leadership in matters political—absolutely honest leadership—and permitted it to be assumed by ambitious and not always the best class of politicians."

So declared Lieut. Col. J. A.Watrous, United States Army, retired, speaking on Early Day and Present Day Journalists Compared.

"There is a string of dailies in Wisconsin that any State might be glad to possess," he said. "Some of them would fit into cities double or three times the size of their homes. They show ability and enterprise that would gladden the hearts of the pioneers who started the weeklies from which they have grown. Some of them are models. It does a "Hasbin' good to skim their pages.

OTHERS NOT SO GODD.

"There is another string of dailies that I could wish had not crippled a fairly good weekly with misdirected ambition to appear six times a week. Some of this string may have made money for their owners, but surely the most of them are a disappointment. They do not possess leadership capacity. I wish, in the interest of the publishers and an imposed-upon public that the dailies in this string would return to weeklies whence they came, and that a regeneration might

make of their weeklies public-spirited leaders—make them worth the money to their towns and their patrons.

"There is a long list of well-printed and industriously edited weeklies in the State. They are helping their towns. They are supplying a want, in spite of the fact that the dailies from the big cities now reach most of their patrons. It will be a sorry day for Wisconsin when such weeklies are not demanded and liberally patronized. The conscience in them is needed.

"Of another string of weeklies I cannot say as much. No one can who loves the truth. Many of them have hard work to breathe. I am sorry for the owners of all such. They could do better for themselves in other callings, in which they would be kinder to the public.

POWER IN EDITORIAL.

"There was much power in the conscientious editorial expressions of the early days; they were read, digested and read again, and they convinced: It was an exceptional case when the old day reader did not turn first to the editorial page. I am going to hazard the guess that that is not the way today, as a general thing. While it is true that in a considerable majority of our dailies and in a considerable minority of our weeklies, there is a wholesome showing of editorial expression, there are some of the dailies and a long string of the weeklies that are as free from courageous editorial expression, in most of their issues, as some of the yellow and guerrilla press are from honesty, pure motives and a desire to deal squarely.

It should not be remembered against a lover of the profession if he manifests both contempt and disgust when he turns to an editorial page and finds medicine locals, legal notices or society tittle-tattle where there should be editorial expression. With such a state of affairs on that page, we may be sure to find few or no attractions on any page."

SOUTH AMERICA HAS WELL-EDITED PAPERS.

Col. John Hicks of the Oshkosh *Northwestern*, who recently returned from a diplomatic post in South America, spoke as follows:

"My knowledge of the South American press is limited to that of Chile and Peru, but the characteristics of the press of those countries will be found largely in all the Latin American countries. In regard to machinery, the daily papers in the large cities are equipped with the Mergenthaler Linotypes, the perfecting press and modern appliances for the manufacture of a daily newspaper. In regard to news the South American papers are supplied with a daily report made up by the New York *Herald* and furnished by the South and Central American Telegraph Co.

"In addition, the Havas and Reuter news agencies with headquarters in Paris, have a list of newspaper clients and they maintain reporters at all important points in South America. There is no such thing as an Associated Press among the newspapers, but each paper buys its news of the agencies, just as it is done in Europe.

"The Associated Press of the United States has agents at all important points, but the service is used only in the American papers.

"In points of editorial and journalistic ability the South American newspapers rank high. There is a strength and dignity in the editorial column, a temperateness of expression and a conservatism of judgment that many American newspapers might imitate with advantage. Editorial expressions are invariably polite and gentlemanly in tone, and I am frank to say that they seem to have greater weight with the reader than the editorial opinions of many of the American papers.

"The Latin American is proverbially polite and considerate of the opinions of others and this race characteristic is shown in the editorial columns of the newspaper. The news columns are also reasonably clean and free from vulgar sensations, while the news instinct seems to be fully as strong as in papers on this side of the equator.

"One great and appalling difficulty in the building up and maintainance of a strong newspaper in the South American cities is that the poorer classes do not read or support the newspapers which are maintained solely by the upper or middle class. For intance, the city of Santiago has a population of 350,000, yet the people who buy and read newspapers will number scarcely more than 75,000. The poorer classes in this respect are much like the colored element in the South.

"But in spite of this fact the Santiago newspapers are enterprising, intelligent, patriotic and public-spirited, and their influence on the public is always powerful."

The Evening Wisconsin contained the following as to the proceedings of the second day's sessions:

Abolishment of the Government's practice of printing "return" envelopes in competition with the legitimate trade,

Wisconsin Journal's Idea of the Helpfulness of Home Newspapers

was made the subject of considerable animated discussion at the morning's session of the annual convention of the Wisconsin Press Association and the imputed loss of the power of the press through which absence of influence representatives in Washiington might not support the fraternity's measures, threatened at one time to start brilliant oratorical pyrotechnics.

This came about after the presentation of a paper by J. M. Axtell of Sparta on "The Benevolence of Uncle Sam as a Printer," proved to be of such merit as to result in a decision to have it put in pamphlet form for distribution to the members of Congress. The association has sought to remedy the Government printing evil for many years. A bill providing for the abolishment of the practice of printing "return" envelopes passed the House.

James E. Jones of Kilbourn said that the organization should resolve that it was tired of resolving and wanted to know if it ever could accomplish anything. He said that the editors are not asserting themselves as strongly as they should and that the national representatives should be shown that the press had some strength.

Frank E. Noyes of Marinette offered a resolution to amend one offered by Mr. Jones, both being turned over to the committee on resolutions made up of W. H. Bridgman, F. B. Gesler and Mr. Noyes. Mr. Noyes provided for the printing if the Axtell paper.

In the protest aroused by this paper, broadsides were fired at Congressmen indifferent to newspaper interests, in which B. B. Herbert of the NATIONAL PRINTER-JOURNALIST, Chicago, official organ of the National Editorial Association, said:

"I think it's about time these Congressmen were taught newspapers are a power. He cited an instance of a California Congressman, Mr. Hill, who had declared if he wanted to be elected to office, he would first visit the newspaper offices and slap the face of every editor."

A. C. Chase, Colfax *Messenger,* referred to a speech by L. H. Bancroft, at Chetek on July 4th, as the "broadest speech against the press of the country I ever heard. He spoke of our influence as worse than nothing and ourselves as liars."

The discussion resulted in the adoption, later in the day, of the following resolutions:

Resolved, That the Wisconsin Press Association heartily indorses the sentiments expressed in the paper of Mr. J. M. Axtell, and the remedies suggested therin; and that 1,000 copis of the address be printed and a copy sent by the secretary to every member of Congress.

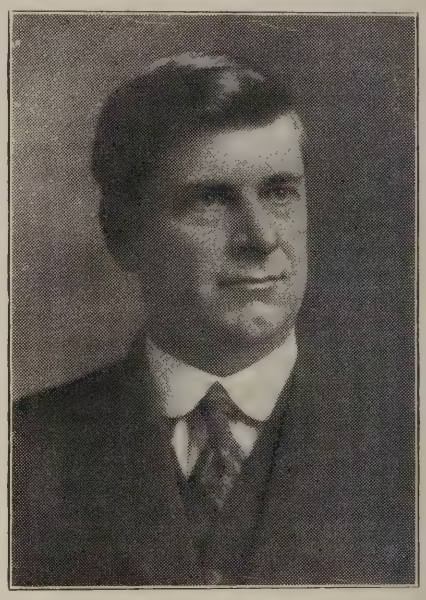
Resolved, Further, That this association protests against the furnishing by the Government of so-called special stamped envelopes, with names and addresses of individuals or firms, and urges upon the Senate the passage of the house bill No. 3075, known as Tou Velle bill.

Resolved, Further, That the matter of Government advertising be referred to the National Editorial Association, with a request that a committee on legislation be appointed by the association to formulate and suggest national legislation more favorable to newspapers, and that the moral and financial assistance of this association be pledged to a national campaign of reform in the matter of government advertising.

Following the address by Dean Walter Williams which is printed in full as the leading article in this issue, Professor Willard B. Bleyer of the Wisconsin University spoke of the advance that is being made in education preparatory to the newspaper calling, mentioning the courses of journalism in the Missouri, Wisconsin and Washington Universities, and enumerating half a score of other universities that are preparing to introduce such courses during the coming year, and referring to the presence of B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, who, for more than twenty years had advocated this school training now being generally adopted, for those who propose entering upon the calling. He asked the aid and advice of the editors and, especially, for suggestions as to standards and methods for the admission of properly equipped persons to the profession, as applicants to practice law, medicine and teaching are now admitted after examination showing their preparation for these callings that are really less important than newspaper making to the welfare of the public in general. B. B. Herbert was called out and spoke of attendance upon Wisconsin Press Association for ten years successively in the past and of the high standing of the members of the Association, and of the splendid papers that had been presented at this convention. He commended very highly the address made by Dean Williams, and also the stand as to woman's place in journalism taken by Miss Lura Dow, the lady who had addressed the convention. No other calling touches the home so closely as that of newspaper making, and woman finds a place in all that affects the home. Human interest is the key to worthy newspaper work and success, and women are always quickly alive to all matters of human interest.

In all the talk about conservation, he was glad to hear Governor Baensch refer, in his able address on the Foreign Press, to the necessity of the conservation of American citizens. The conservation of our youth and all our people is of first importance, and no other agencies are so charged with the grave duty nor so well fitted therefore as are the newspapers of the country.

The distinctive ideal of this age is that of service and no other calling admits of such broad and constant service as that of the newspaper. He commended the Wisconsin University for its practical work and the editors for using the influence of their newspapers toward securing the liberal appropriations that had enabled such facilities, enlargement of buildings and the supplying of appliances on so munificent a scale as he had witnessed, with the result of placing



F. E. Andrews, Advance, Bloomer, Wis., Secretary Wisconsin Press Association

the Wisconsin University not only in the first rank but in the lead of the great universities of the United States in all the fields of practical experimentation, from the results of which the State and the Nation had received tenfold in return for all the vast expenditures made.

The following officers were elected for the ensuing year:

President, W. H. Bridgman, Stanley *Republican;* Secretary, Frank E. Andrews, Bloomer *Advocate;* Treasurer, Cassius L. Coward, Lodi *Enterprise;* Vice-presidents, by Congressional Districts:—First, A. P. Colby, Union Grove; Second, G. L. Schwartz, Poynette; Third, I. W. Fogo, Richland Center; Fourth, C. A. Booth, Milwaukee; Fifth, Henry Youmans, Waukesha; Sixth, H. M. Bolens, Port Washington; Seventh, Merlin Hull, Black River Falls; Eighth, Mrs. Annette Carpenter, Waupaca; Ninth, A. T. O'Brien, Kaukauna; Tenth, E. J. Scott, Shawano; Eleventh, A. C. Chase, Colfax.

It was voted to give $100 to advance legislative work in the interests of the association, and the following committee of five was appointed to further the work: John Hicks, Oshkosh *Northwestern;* C. W. Fraser, Menomonee Falls *News;* F. E. Andrews, Bloomer *Adance;* August Roden, Madison *State Journal,* and O. G. Munson, Viroqua *Censor.*

After the close of the convention, the editors were treated to a most enjoyable ride around the beautiful city by the Standard Paper Company. The ride was followed by enter-

tainment at Milwaukee's amusement park, and on Saturday, July 9th, the editors enjoyed a most delightful excursion to far-famed Waukesha.

"Here," as President George F. Cooper relates in a most complete and entertaining account in his excellent paper, the Black River Falls *Banner,* was enjoyed, "not the least among the features of the gathering.

"The Men's Club covered themselves with glory by the extremely cordial reception and subsequent hearty and liberal entertainment. They took pride in exhibiting one of the prettiest cities in the universe by means of automobiles. For pure water bubbling springs Waukesha probably beats the world, and is now laying plans to become a great health resort. Among the interesting things shown the visitors were the celebrated Bethesda spring and park, the Metropolitan White Rock Bottling Works, which are said to be the largest in the world, and are located in a finely-equipped fire-proof concrete building; and the plant of the American Dehydrating Company, who are engaged in putting up all kinds of fruits and vegetables by extracting all the water and reducing them to but a fraction of their natural size and weight, and preserving them ready for use by again adding the water."

The Dowagiac, Mich., Daily *News* has outgrown its present quarters and its owners are securing ideas for a new building which they plan to erect shortly.

A. F. Conlin editor of the Belvidere Ill., *Republican* will be a candidate for nomination for the office of county superintendent of schools at the primaries in September.

The Chicago Woman's Press League has adopted a new policy for the ensuing year. A tea will be given every month, at which the officers from clubs in different parts of the city will be entertained. At the first meeting the officers of the state federation will be the guests; at the second the officers of all south side clubs, and at the third officers of organizations on the north side. An auxiliary has been formed of women who are interested in the work of the league and who will be known as "Civic Hostesses." The work of the auxiliary will be to entertain distinguished guests. Mrs. Harold McCormick has been appointed chairman of the committee.

Leon McDonald of Lockport has taken charge of the Joliet, Ill., *Daily Republican,* as managing editor, and T. A. Cheadle as general manager. The changes in the personnel came as the result of the retirement of Judge Haven, who for the past four years has been president and general manager of the Joliet Republican Printing Company. Judge Haven took hold as the active head of the *Republican* in December, 1906, following O. B. Brush as general manager. That he is to leave the city and enter into partnership in the practice of law in Chicago, is given out by the judge, whose interests have required a great deal of his attention in Chicago for a long period.

"KEEP THE N. P.-J. COMING."

THE COURIER-DEMOCRAT, DAILY AND WEEKLY.
RUSSELLVILLE, ARK., July 15, 1910.

NATIONAL PRINTER-JOURNALIST, 4618 W. Ravenswood Park, Cicago, Ill.

GENTLEMEN:—Pardon my delay in sending check to cover inclosed statement.

Keep the N. P.-J. coming. I might be able to run the shop without it (though I have never tried it), but one thing I am sure of anyway—I can run it better with it.

Respectfully yours, J. A. LIVINGSTON.

Postal Rulings in Relation to Newspapers

ADDRESS BY H. M. BACON, SUPERINTENDENT OF THE CLASSIFICATION OF THE UNITED SATTES POSTAL DEPARTMENT—BEFORE THE NEW YORK STATE PRESS ASSOCIATION, JULY 8, 1910, AT SARATOGA SPRINGS.

Y appearance before you is by direction of the Postmaster-General in accordance with the request of your organization that a representative of the department address you on the subject of second-class matter. The Postmaster-General feels that a better understanding by publishers as to second-class conditions, the law on the subject and the department's administration thereunder cannot help but prove highly beneficial to all parties concerned. On numerous occasions, within the last three years, departmental officials have had opportunity of explaining its policy, with the result that assembled publishers have been convinced that a friendly attitude exists toward them and that the efforts that are being made to improve conditions are with the idea of helping the legitimate publisher by removing as far as possible unfair conditions which some misguided persons think should be allowed to exist under the present statutes. On these occasions publishers appear to have been satisfied, from the tone of their resolutions and the personal expressions of approval received, that the department's efforts were along the right lines and that the administration of the law was safe and sane. I trust that this occasion will be no exception in that regard.

"Early in 1908 I talked to the assembled members of the New York Associated Dailies in convention at Albany. Some of those now present heard me on that occasion. At that time I was telling publishers what the Postoffice Department hoped to do in the way of improving conditions and how it expected to do it. The prospects were hopeful from the standpoint of all legitimate interests. My remarks today will be what the Postoffice Department has accomplished and how it has done it.

"In 1907 the Postmaster-General promulgated some regulations governing the second-class of mail matter. These regulations were radically different from those which they superseded, particularly in respect of the attitude of the department in the matter of mailing sample copies and the carrying of expired subscriptions. For instance, the sample copy privilege, which for several years prior to that time amounted to a number of copies equal to the number of subscribers to the publication, was placed at ten per cent of the weight of mailings as to subscribers for the year, and the Postmaster-General determined upon a time for carrying subscriptions on credit after which he could not regard such delinquent subscribers as forming a part of the legitimate subscribers required by the law.

"These regulations were issued under the provisions of the Revised Statutes, which in prescribing the duties of the Postmaster-General, place upon him the necessity of 'executing all laws relative to the postal service' (R. S. 396), and provide for the issuance by him of 'regulations, not inconsistent with law, for the government of his department' (R. S. 161). The regulations in quesion were based upon a careful study of the law covering the second-class of mail matter and the application thereunder of what was believed to be reasonable and legal rules. It was the belief then, as it is the conviction now, that these regulations were justifiable and desirable from a postal standpoint, and that they would result most beneficially to the legitimate publishing interests of the

country. From the first the sample copy rule had almost universal indorsement, the opposition coming from certain expected quarters. Thus the righteousness of the Department's action was made more apparent.

EXPIRED SUBSCRIPTIONS.

"The other important rule was that in respect of so-called expired subscriptions. This rule appears as paragraph 3, section 436, Postal Laws and Regulations, and is as follows:

"'3. A reasonable time will be allowed publishers to secure renewals of subscriptions, but unless subscriptions are expressly renewed after the term for which they are paid, within the following periods:

'Dailies, within three months:
'Tri-weeklies, within nine months;
'Semi-weeklies, within one year;
'Semi-monthlies, within three months;
'Monthlies, within four months;
'Bi-monthlies, within six months;
'Quarterlies, within six months,

they shall not be counted in the legitimate list of subscribers, and copies mailed on account thereof shall not be accepted for mailing at the second-class postage rate of one cent a pound, but may be mailed at the transient second-class postage rate of one cent for each four ounces or fraction thereof, prepaid by stamps affixed. The right of a publisher to extend credit for subscriptions to his publication is not denied or questioned, but his compliance or non-compliance with this regulation will be taken into consideration in determining whether the publication is entitled to transmission at the second-class postage rates.'

NEED FOR A RULE.

"You might be interested in knowing at least one of the things that convinced the Postmaster-General some reasonable rule should be promulgated. For instance, prior to 1908, a publisher might have claimed a million circulation and such a circulation might be based upon a 'legitimate list of subscribers' numbering not to exceed two hundred thousand. The course pursued by the publisher would be somewhat as follows: Persons whose subscriptions had expired would not be removed from the list except when a sufficient number of new subscriptions had been received to maintain a list, current and delinquent, of approximately five hundred thousand; that is to say, the publisher would eliminate from his claimed subscription list only enough names to maintain the mailing of five hundred thousand copies as to subscribers, retaining on his list three hundred thousand subscriptions which had expired for long periods, which, together with the two hundred thousand actual subscriptions, would make the necessary quota.

"Upon this mailing of five hundred thousand, under the old one hundred per cent sample copy rule, the publisher could mail five hundred thousand sample copies. In this way he was able to maintain, primarily for advertising purposes, a guaranteed circulation of one million copies. An item in the October, 1908, issue of the Mail Order Journal, which devotes much of its space to information regarding the so-called mail order papers, reads as follows:

"'Before the postoffice started its crusade against mail order publications to weed out those that were fakes, the combined circulation of all mail order papers was as claimed by them, about 30,000,000. What of these monthlies have been left, will hardly amount to over 12,000,000.'

"About the time this rule was promulgated the Department had a typical but abnormal case before it, in which on a claimed list of six hundred thousand only three per cent were current subscriptions, ninety-seven per cent had expired.

"You will thus see that in such a case, and there were many such, a real abuse of the second-class rates resulted, and that by reason of the Department having no definite rule as to how long a subscription that had expired would be recognized as a part of a legitimate list, the publisher was disposed to take the view that, without a rule, the Posmaster-General had no right to hold that from an expiration standpoint he did not have a legitimate list. This 'expired subscription' regulation was, therefore, aimed at the publisher of the abuser type and was not directed at the publisher whose practices were normal and legitimate and who only carried on his list as subscribers the names of those persons whom he had reason to believe wanted his publication sufficiently to pay for it and would renew their subscriptions when called upon to do so.

PREMIUMS.

"In examining the topics for discussion at the 1908 meeting at Albany of the New York Associated Dailies, I have noticed that one of the topics related to the use of voting contests as a subscription producer. Although these remarks are two years late, I believe that the information before the department on this subject will prove of interest to you. The experience of the department is that where publishers give their agents a premium of high value or highly represented value the so-called agent pursues the course of least resistance in attaining his ends, with the result that in many cases when he thinks he is within the prize money in a voting contest, he resorts to paying the subscriptions of persons or having his friends pay such subscriptions in order that he may win the prize. Thus you do not get what you are looking for. You expected genuine subscriptions, and what you received was merely a list of names sent in by your agents for the purpose of obtaining your prize money.

"He puts up $200 to win your $500. In some cases the recipients do not care to receive the paper nor be placed in the light of subscribers thereto, and at best your circulation on that basis is merely a temporary expedient and of no lasting benefit to your paper. The net result of this is that you pay a high price to an agent for effecting the free circulation of your publication. It has seemed to the department that if publishers realized that under such offers they were not obtaining in all cases genuine subscriptions to their publications, they would be less inclined to resort to the prize or guessing or voting contest for the purpose of advancing their circulation.

"In conclusion I want to say that the most desirable thing is a purifying of existing second-class conditions so that the circulation of publications will be on the basis of the merit of the papers as such, and that when a copy of a paper is not sent to an actual subscriber thereto a higher than the pound rate of postage will be paid thereon. My personal view is that the bringing about of right conditions will do more to save the existing low second-class rate to publishers than any other one thing."

DISCUSSION OF QUESTIONS.

Subsequently Superintendent Bacon answered questions on the delivery of second-class matter, asked generally by the association members. The questions covered practically all possible fields and were answered in a direct and authoritative manner. There seemed a general

tendency to criticise the delivery of papers especially in New York City and in the smaller or fourth-class offices. However the Rev. Mr. Hones stood up for the New York office and claimed that the delay in the delivery of papers was largely the fault of the publishers themselves, who either did not address their mail clearly, or did not do up their papers securley.

The following members took part in the open discussion: John A. Sleicher, *Harpers Weekly;* J. L. MacArthur, Granville *Sentinel;* M. D. McKinstry, Watertown *Times;* Charles M. Redfield, Malone *Telegram;* W. O. Greene, Fairport *Mail;* C. C. Overton, Coney Island *Journal;* L. Wm. Hones, Roscoe *Review;* E. C. Adams, Marathon *Independent;* Albert E. Hoyt, Albany *Argus;* Frank Walker, Hamburg *Independent;* H. J. Niles, Springwater *Enterprise;* Lewis McKinstry, Fredonia *Censor,* and President Greenhow.

At the conclusion of the discussion, Secretary Bunnell read a telegram from the association members in Niagara Falls, inviting the newspaper men to meet in that city next year. The matter was referred to the executive committee and the place of meeting will be announced later.

A Change to the Pacific Coast

The name of Sherman has been so long connected with successful newspaper making in Port Huron, Michigan, that a change seems something to be regretted. L. A. Sherman, who has for a decade of years and more been the

Fred W. Sherman, new Publisher Santa Barbara Independent, formerly of the Port Huron, Mich., Times.

Michigan Executive Committee member of the National Editorial Association, and for more than a score of years a subscriber to the NATIONAL PRINTER-JOURNALIST, and his son, Fred W. Sherman made a record of splendid newspaper success in Michigan. A year or so ago the father retired and, in April started for a trip in the Old World across the great Atlantic, taking well-earned rest and recreation. Then came the news of the sale of the paper, and just before going to press last month and too late to make note of the fact, word was received of the purchase by Fred W. Sherman of the *Daily Independent* of Santa Barbara, California. The Shermans will be missed from the conventions of the Inland Daily and the Michigan State Press Associations.

Michigan develops excellent newspaper men and California is now the gainer. Mr. Sherman is a newspaper man through and through "to the manor born," and entered the business as an assistant to his father, immediately upon finishing his course at school. Ten years ago he became manager and three years ago he purchased a controlling interest in the paper and the Port Huron *Times* was built up till it became known and recognized as the leader among newspapers in cities of the size of Port Huron, in the North Central States. Mr. Sherman had sold out with a view of settling on the Pacific Coast and the purchase of the *Independent* was the consummation of his plans. He entered the new field in the prime of life with the decade of successful work and experience back of him, and is full of vigor, with an ambition, determination and enthusiasm to push his newspaper and the beautiful city of Santa Barbara to the front.

The *Independent* was established as a weekly newspaper some thirty odd years ago and at one time was known as the *Index.* Something over twenty years ago it became a daily, consisting of four pages. In 1901 it was purchased by A. S. Petterson and Thos M. Storke, Mr. Petterson retiring after a few months. Under Mr. Storke's ownership the paper has achieved its success. He soon enlarged it to eight pages, later installed Linotype machines and three years ago the office was equipped with a modern Duplex newspaper perfecting printing press.

The *Independent* has been a staunch advocate of the interests of the whole people and as such has attained a commanding position in its field.

Elmer Crockett, president of the South Bend Tribune Company, was in Fort Wayne, Ind., recently investigating an oil burning system for use under melting pots and steam tables. The system seemed to be satisfactory and the *Tribune* will experiment with it. The *Tribune* recently completed an experiment in the use of gas and forced air under the melting pot in its stereotyping department and found it so much more expensive than coal that it was abandoned. Mr. and Mrs. Charles E. Crockett have recently returned from a visit to Washington, where Mr. Crockett, who is Secretary of the South Bend Tribune Co., attended the convention of the United Typothetæ of America, and picked up useful points on cost estimating and other subjects.

Under the management of S. W. Garnett, the new editor of the Whitehall, Mich., *Forum,* improvements are being made not only in the makeup and general appearance of the sheet, but an entirely new outfit, comprising two new job presses, two imposing stones, a large paper cutter, an office desk, chairs, tables, type, cases, etc., has been installed. It is said this is only a beginning of the good things that may be expected. Motor power will be used. July and August are good months in which to add new material, presses, machinery, and improved appliances. There is more time.

S. G. Goldthwaite, postmaster and editor of the Boone, Iowa, *News-Republican,* received a broken right arm in cranking his automobile. The bones were broken at the wrist. Point: Editors should not monkey with autos.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at e Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

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Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, AUGUST, 1910

There are those, unfortunately for trade paper publishers, who are too dull, indolent and stupid to do anything for the building up of their own interests or to take, pay for and read a journal wholly devoted to their own advancement, and we cannot expect such insipid drones to make any effort for the good of their communities, even though their own interests are helped thereby, but there are live men in the newspaper calling who are pushing ahead along every useful line and are driving out the sloths and the sluggards. To these men, who appreciate their obligations and opportunities, we appeal and these we endeavor to serve. Read, study and inwardly digest all the good things as to means for service and improvement, and for the preparing the youth properly to enter upon the calling of all callings, contained in this August number and we promise more for September. This is your patriotic duty.

* * *

Our pages show a good deal of able discussion as to the value of editorials. No one can carefully read the arguments presented without being convinced that editorials should find a prominent place in every well-conducted newspaper. These editorials should be earnest and possess all the power that earnestness gives and all the ability, backed by sincerity and research, that can be commanded. They should be pointed, clear and interpretative of the matter treated. As events nearest to the people served are of most interest, the editorials should deal first and most thoroughly with those events or subjects of clearest and most direct concern to the readers and that the more directly involve their personal interests. In this free land, however, where every citizen is a sovereign, by right, if not by the exercise thereof, of the school district, the town, the county, the State and the Nation, the fields are almost limitless and the true, properly-equipped editor, should be desirous at all times of aiding to the safe ways in any and all of these fields in which his readers may be called to walk or act.

* * *

Whether newspaper publishers wholely agree with the remarks—a synopsis of which is given in this issue—made by Adolph Candrian of La Crosse, before the Wisconsin Editorial Association, no one should be unmindful of the value of health culture to every community and to every individual therein. The subjects of the proper physical care and training of children and youth in the public schools, proper sanitation for all the people and health culture, are always now, in this progressive age, sources for gathering most interesting, informing and helpful news that affords subjects for entertaining and useful editorial comment. Health, and the proper development of mind and body are today receiving very broad attention and general and thorough investigation, and every editor owes to himself and to his readers very direct and high obligation with regard thereto. The public conscience has never been sufficiently aroused on this subject, and the responsibility of the community for the burdens of sickness and deaths in families, caused by the neglect to provide proper sanitation, has not been rightly placed or rightly understood. As a matter of public policy the sending of children to school has been made obligatory. If by reason of unsanitary or improper conditions in the schools, children are rendered ill, injured in their eyesight, or in their health, the community not the parents, should pay the cost arising from such sickness or injury and should be answerable in damages therefor. The community that, through the failure to provide proper sewage or through permitting the supply or the supplying of impure water, causes typhoid fever or other diseases to invade the homes of the people, resulting in sickness or death, is morally just as responsible to the persons suffering through this neglect, as to persons who are injured by defective streets or sidewalks and should be held and be made to pay just as certainly in one case as in the other. When officials and taxpayers are compelled to pay for injuries coming through sickness caused by insufficient or improper sanitation, or resulting from lack of proper safeguards, there will be a wonderful improvement in public health and a striking decrease in the death rate. There is no socialism about this, either. Communities, by neglect and by overt acts, are today simply the murderers of the innocent and there is no socialism about ceasing to commit bodily injuries and murders. If public officials through neglect or wrongful acts for gain, or otherwise, are the causes of sickness and death, they should be punished as felons just the same as are other felons and murderers. There is a good deal that might be said as to the responsibility of one who

sets himself up as a public instructor if he neglects the opportunities afforded and the responsibilities assumed.

* * *

"Inertia," as defined by Webster's Dictionary, is "that property of matter by which it tends when at rest to remain so, and when in motion to continue in one line or direction unless acted upon by some external force." There are, however, laws of gravitation and friction that tend to cause all moving bodies on this earth to cease motion and to remain at a standstill unless there is an impelling force applied to keep up the momentum. Men in trades and in all associations are governed by like laws. There are always inertia, gravitation and friction to overcome. Progressive men are frequently vexed if not discouraged by their experiences in their efforts for progression. Efforts that are required to produce any forward movement often seem almost wholly lacking in effect. When motion is in the wrong direction and the members of a trade or calling are running along in a groove or rut, to change to a proper direction seems an impossible task. When a changed or forward motion is started, and the impelling force is not continuously applied, all changed or forward movement stop, the momentum ceases, all the results or efforts of power applied are lost, everything drops back to the old condition with the amateur reporter's well worn "sickly thud" and the latter condition is worse than the first. However, continued application of proper propelling force will prove effective in the end to the overcoming of inertia, gravitation and friction. The history of the efforts and the final happy outcome of progress in some of our trades and the improved conditions and methods therein called to mind these underlying principles or laws that govern matter and mind, men and things alike. For twenty years and more, the progressive among the printers of this country have agitated and pushed for better conditions and improved methods. They worked through organizations with small appreciable results but kept on pushing. At last the whole body of printers have commenced to move forward in the matter of correct cost systems and improved methods. The movement through Ben Franklin Clubs and a Great Cost Congress seemed to the casual observers as wonderfully sudden, but they did not appreciate the preparation, the planning and planting the machinery, that had preceded and the knowledge as to operating processes that had been acquired through the two preceding decades.

For nearly the same length of time the progressive and enterprising members of the allied branch of the graphic carts, photo-engraving, had been promulgating and agitating for correct methods of ascertaining actual costs and for the making proper and equitable charges for varying lines of work, from an ascertained basis of facts, rules and methods. The recent meeting of the International Photo-Engravers Association in Buffalo, N. Y., showed that the inertia had at last been overcome, an understanding had been reached and the proper forward movement had been imparted to almost the entire body of photo-engravers in the United States and Canada. Hence this convention was, by general admission, denominated as the most successful in the history of the Association.

* * *

"A Home Coming Edition" of the Sandwich, Ill., *Argus*, Hon. J. B. Castle, Editor, bearing date of July 22nd, has a brightness and cleanliness in appearance that brings joyousness even in this heated time, with the mercury playing around 90 degrees above zero. Good, nicely finished paper costs money, but the satisfaction that it gives, when, as in the *Argus*, it is well printed, with clear, bright inks, we believe, makes it worth to the business the extra cost. When the old residents who have moved away received this copy of the home paper, fragrant with goodwill, glowing with beauty of homes, schools and churches, exuding prosperity, and filled with memories of the past, and kind words, from others who are out in the wide world, they must have felt strong drawings on their heart-strings for a visit to the hallowed scenes of their earlier years, if not regrets over having ever departed from a region so favored. Nearly four pages of the paper are filled with letters from the former citizens and these are replete with much that will be of equal interest to those who have remained at the old homesteads and to those who are counted as newcomers as well as to the wanderers from the old home. In glancing over the pages, we notice letters from Riverside, Calif.; Seattle, Wash.; Lincoln, Neb.; Bay City, Mich.; Fresno, Calif.; La Boca, Colo.; Boise, Ida.; Iola, Kan.; New York City, N. Y.; Bushland, Tex.; Boston, Mass.; Pocatello, Ida., and many other places all over this mighty Republic. We Americans are certainly a changing, migratory people, but are all Americans with a growing knowledge, and acquaintance and a reliable autonomy resulting therefrom. It is a splendid symposium of letters, filled not only with the memories of the past, but with all the endeavors of the present and of the knowledge and conditions of far separated regions. Here is an extract out of a letter from Boston:

Dear Argus:—Old memories rush through my mind when I see the familiar name, and I wonder where all the friends of earlier days have spent the intervening years Some have passed on; others have made lasting history; some may be unhonored and unsung, yet have filled these passing years with golden deeds.

In one of the school prophesies on a Friday afternoon, it was written that in Nineteen Hundred Florence Gunn would be the wife of a minister and living in Boston. That seemed very amusing and very absurd. But the young prophet wrote truer than she knew, for Florence Gunn does live in Boston, and her husband is Rev. J. W. Brigham, D. D. He preaches on Sundays, and lives a very busy life other days, for he is taking a Ph. D. course at Boston University, and is teaching in the Gordon Missionary Training School, where Mrs. Brigham also teaches a part of the time. He graduated, after a five year's course, from the Emerson School of Oratory.

Our child is a graduate of Wellesley College, and a post graduate of Radcliffe, the woman's department of Harvard University.

Right under this is a letter from far-away Pocatello, Idaho, in which the writer says, among other interesting things:

Dear Friend—As I expect to enjoy your "Home-coming" edition, I would be selfish should I decline to make my little contribution.

The Indian Reservation is only a few miles away and many a small boy in Sandwich would find his curiosity satisfied and be entertained by every day sights on our steets.

The Railroad Y. M. C. A. here has a membership of about 1,000 and a most excellent building. The town is progressive and recently voted a large appropriation for a complete sewerage system. (Why not Sandwich?) The city water is from the mountains and of perfect quality. The Oregon Short Line will expend a large sum of money here this season, the work to include a new passenger station, viaduct and subway across yards and a depot park.

In this way the letters by scores run on, giving pictures of life in all sections of the land, and making comparisons with, and suggestions as to, the old home town. It is not an actual home-coming, but a very enjoyable "home-coming" through the columns of the home paper.

Responsible Stewardship and Conservation

The old clergy, throughout this country, used to dwell much on the stewardship of men, who, as they claimed, held all things in trust for use with a view to the higher ends of life and to the good of mankind. It was urged, with unfaltering faith, founded on Divine revelation and the relations of mankind, that a strict accounting for every talent, every opportunity, and every possession was not only obligatory but would be demanded. There has been a great advance, since the former days, in science and learning, but the broader knowledge has rather served to strengthen the soundness and the true scientific basis and philosophy of this just doctrine of responsible stewardship. There is no calling in which its recognition is more essential than in that of newspaper making where the service, if not more direct, is more influential in results upon mankind, than in any other vocation of men, and the direct accountability is more apparent in results both upon business itself and in the fields served by the newspaper. Accountability, however, as today more generally recognized, is not confined to any calling or condition. It enters largely into the new gospel of conservation. It is very certain that, for the welfare of the race, every generation should leave this earth in as good or better condition than when inherited from the previous generation, and what is better for the future is better for the present. No one is benefited or helped by the squandering of the wealth of the land any more than an heir is benefited by the wasting the estate left him by his father. In impoverishing the soil, filling up the water courses, destroying the forests, exhausting the mines, irretreviable injury is worked to the present possessors as well as to those who are to come after. If it is claimed that one may wrong himself, no one has a right to rob or injure others. The disturbing the equilibrium in the natural world tends not only to impoverishment but to causing disease and death. The guilt is greater than that of theft, it is that of murder, through overt acts or a gross carelessness that is equally criminal, and would be so held in any court of justice. If a man carelessly shoots into a crowd, and thereby kills a man, though he had no intent to shoot any one, malice will be inferred, and if anyone is killed the man who did the shooting would be held guilty of murder. If one or many befoul a stream of water by throwing filth therein by which the water is defiled, causing sickness and death, such a one is a murderer. The community that knowingly permits such poisoning of water supply is accessory to murder. The man who so cultivates his fields as to permit the washing away of the fertility of the soil, robs himself, his family and the community for the present and for all time. The lack of a proper retention of the water where it falls and where it should be retained to furnish proper moisture and, through proper, regular processes of Nature, find outlet through the springs to feed the streams with pure water throughout the year, causes damaging floods at one time and drought at another, transforms the living streams into muddy cesspools, destroying the finny tribes to whom God has given the streams for their habitations; fills up the rivers, interfering with the means of transportation provided by Nature and works injuries in many other ways. Filling up our rivers with filth and earth and then dredging them out, makes conservation a constant expense besides all the dircet injuries caused. It is like binding men and throwing them into a river and then having men ready to fish them out dead or alive, and calling this the conservation of men. Prevention is the wisest, least expensive and the only sure and true conservation. It must begin at every home and on every farm. Our waterway Congresses will accomplish very little permanently until they look further than merely to the dredging out the channels of the rivers.

Would Modern Politicians Call the Interpreting Prophet Hosea, a Muck-Raker?

In his address before the Wisconsin editors, published in this issue of the National Printer-Journalist, and which is not only filled with useful, practical wisdom, as to newspaper making, but is good literature of the highest literary character, Dean Walter Williams called the editorial profession that of the "Interpreter," and referred to the prophets of the Hebrews and especially to Hosea, the interpreting prophet, in illustration. We found occasion to commend the aptness of the reference, at the time. However, Hosea was a prophet that did not mince matters, and while prophesying largely through metaphors, and symbolism, after the custom of the Asiatics, made himself clear in his interpretation of the results of the sins of his day and nation. The following passages—only substituting the word America for "Israel"— will illustrate the vigor of his denunciations of wrong-doers and of his interpretations of the dire results to follow their wicked deeds, and they also suggest, very naturally, the question, whether—had he been an interpreting newspaper man of today and written as he did twenty-seven hundred years ago—the politicians who are loud on loyalty to party and to conservation—not wanting to be disturbed in their quiet game of running things for themselves and enjoying the fruits of their own shame, without exposure—would not have denounced Hosea as a "muck-raker":—"Hear ye, the word of the Lord, ye children of America: for the Lord hath a controversy with the inhabitants of the land, because there is no truth nor mercy, nor knowledge of God in the land. By swearing, and lying, and stealing, they

break out (or break in the rather) and blood toucheth blood. Therefore shall the land mourn and every one that dwelleth therein shall languish. * * * * As they were increased, so they sinned against me; therefore will I change their glory into shame. They eat up the sin of my people, and they set their heart in my iniquity. And there shall be like people, like priest; and I will punish them for their ways and reward them their doings. For they shall eat, and not have enough; they shall commit whoredom, and shall not increase; because they have left off to take heed to the Lord. Whoredom and wine and new wine take away the heart. My people ask counsel at their stocks and their staff declareth unto them; for the spirit of whoredom has caused them to err and they have gone whoring from under their God."—Hosea 4:1-12.

"For I desired mercy and not sacrifice, and the knowledge of God more than burnt offerings."—Hosea 6:6.

"For they have sown the wind, and they shall reap whirlwind; it hath no stalk; the bud shall yield no meal; if so it yield, the strangers (the trusts) shall swallow it up."—Hosea 8:7.

"Sow to yourselves in righteousness, reap in mercy; break up your fallow ground; for it is time to seek the Lord, till he come and rain righteousness upon you. Ye have plowed wickedness, ye have reaped iniquity; ye have eaten the fruit of lies; because thou didst trust in thy way, in the multitude of thy mighty men. Therefore shall a tumult arise among thy people and all thy fortresses shall be spoiled."—Hosea 10:12, 13, 14.

There were to be insurgents even in those remote days, B. C. 725.

But here is more: "He is a merchant, the balances of deceit are in his hand, he loveth to oppress."—Hosea 12:7. And America said, Yet I am become rich, I have found me out substance; in all my labors they shall find none iniquity in me that were sin."—Hosea 12:8. (The whole virtue is in not being found out, and in escaping the penitentiary.) And now they sin more and more. * * * Therefore they shall be as the morning cloud and as the early dew that passeth away, as the chaff that is driven with the whirlwind out of the floor and as smoke out of the chimney."—Hosea 13:2, 3.

But Hosea was a preacher as well as a reporter and interpreter, and he had an abiding faith in the ultimate and permanent victory of righteousness: "Who is wise and shall understand these things? prudent, and he shall know them? for the ways of the Lord are right and the just shall walk in them: but the transgressors shall fall therein."—Hosea 14:9.

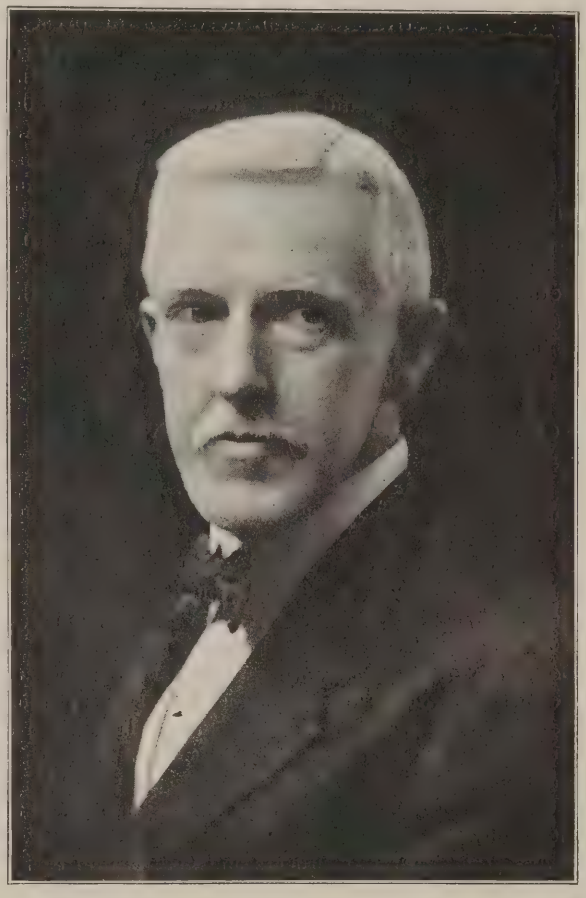
Chas. Scofield, editor of the Marengo,Ill.,*Republican-News,* is in poor health and he will soon enter a Chicago hospital to submit to a second operation. Less than a year ago Mr. Scofield found it necessary to undergo an operation and now it is *imperative that he* do likewise.

John T. Winship, former editor of the Saginaw Mich. *News* and until recently Chairman of the Democratic State Central committee, in an interview the other day, declared himself a candidate for nomination for United States Senator.

John D. Rerick has retired from the Kendallville, Ind., Daily *Sun* and Weekly *Standard,* and is succeeded by the Sun Publishing Company, with J. F. Robinson as manager.

W. J. Pollard, President-Elect of the New York Press Association

It is no small honor to serve as a worthy president of a State Editorial Association. Such a position carries a grave responsibility and affords the no mean opportunity of leaving an impress, for good, on a whole Commonwealth, through influencing the members of the press to higher ideals, nobler endeavors and more useful accomplishment toward building up and helping forward the people in the way of higher living and the improving and making more effective all their institutions, all their efforts and plans for better conditions in their homes, civic and social relations, their schools, churches, industrial, commercial or agricultural pursuits. There is an assured



William J. Pollard, President-Elect N. Y. Editorial Association, "Journal," Seneca Falls, N. Y.

immortality of fame and influence coming from the occupying such a position. None of the men who, during the past fifty-seven years, have served in the office of President of the New York Press Association, have been forgotten, nor have the works that they did and the words of counsel which they spoke ceased in an influence that has been perpetuated in the work of their coadjutors and their successors, and all are now to be commemorated and their characters, work and memories to be revived—given new life and power—in a history of the association for the past fifty years, now in press, by that genial editor and pleasing writer, A. O. Bunnell of Daneville, N. Y., who has served for forty-three years as the Association's efficient Secretary.

This year the New York Editorial Association at its convention in Saratoga Springs, July 7, 8, elected

as President for the ensuing term, Editor W. J. Pollard of the Seneca Falls, N. Y., *Courier-Journal*. Seneca Falls is no mean town. It is on the river from which it derives its name; has good water power for its manufactories of wooden and leather goods, steam and fire engines, power pumps, power and foot lathes and novelties.

Mr. Pollard has been President of the Journal Publishing Co., and editor of the *Courier-Journal* since 1895 and a pretty constant attendant on the N. Y. Press Association during that time. One good feature of his life, a most fortunate thing for the editor of any home paper, is that he was born, educated and always lived in the delightful city in which he conducts his newspaper and hence is acquainted with the people and all the institutions and industries of the place. He was born in the memorable year of 1861, when the great struggle commenced for the preservation of the Union of States as a Nation, a free Republic one and inseparable. He attended the public schools of the place and then entered Union College in the class of 1882, graduating in due course with high honors. He was a member of the Psi Upsilon fraternity while in college and was elected a member of the Phi Beta Kappa honorary society on graduation. Was twice elected Supervisor of the town of Seneca Falls and was appointed by Governor Morton a member of the Board of Managers of the Willard State Hospital for the Insane, serving five years. He has shown himself worthy, as an editor and as a member, of the high honor.

Internal Craft Absurdities vs. Externa Trade Abuses

BY GEO. H. BENEDICT.

An entire lack of knowledge of the cost of the product—is awfully absurd.

A lack of uniformity in the charges for regular lines of work of equal quality—is really ridiculous.

An entire lack of system in charges for unusual and special lines of work—is discrediting to the craft.

Doing RUSH work at regular rates without consideration of the increased cost of production—is a monstrous stupidity.

Deliberately reducing prices when buisness is dull and the cost of production is highest—is pernicious and degrading competition.

Giving *trade* prices to transient customers—is the height of business folly.

Giving *special* prices to brokers and hypercritical customers—is glaring inconsistency.

HIRING HELP.—Getting employes away from competitors boosts wages, creates discord and a malignant desire to retaliate in like manner. Insist on references from would-be employes and you will save both money and friendships.

SALESMEN.—The solicitor whose only argument is—"can save you money"—who divulges trade secrets to show how it can be done—who indicates by his methods that he thinks it is his duty to get the best price for the customer instead of a fair price for the firm that pays his salary—is the worst competitor the employer can have, and a worse foe to the craft than the customer who deliberately lies about the prices he has been offered.

ADVERTISING.—It is better to be left out of a good advertising medium than to be buncoed into a contract with a bad one. When in doubt, don't. Stay out and save the money—go in and you have not even a gold brick.

CREDITS.—Insist on references from would-be debtors and you will save money. An unwise credit and a ten-dollar loss means all the profit on the next hundred dollar job.

Six Steps in the Philosophy of Advertising

ADVERTISING must ever be a matter of leading and daily interest to every publisher of a newspaper or other periodical. It is a subject that can never be exhausted no more than can the news, for the publication of which the newspaper exists, together with its proper handling, treatment and interpretation. Every branch of advertising which, in a broad sense, is business news, needs a different handling, and, in a way, a different kind of knowledge. Society news requires a different equipment for the proper reporting, than does sporting or political news. School advertising requires a different equipment or added knowledge and ability to that necessary in the preparation and handling of advertiisng for the sale of either dry-goods, groceries, hardware or farm machinery. Yet, there are general principles and rules common to the preparing, handling and display of all advertising as to gathering, preparing and interpreting the news. Advertising, which is a sort of news, finds its proper place in newspapers and is most effective there. Advertising is more than news, it is combination of the news and the editorial. Not only should the facts be stated clearly, forcibly, pleasingly, simply and be presented in an attractive manner typographically—as should be all news or reading matter in every newspaper or periodical—but the demand, exists in advertising, for comment, application of the facts to existing needs and argument or persuasion, all of which latter is the province of the editorial. The editorial part of the advertising—as for that matter should be all editorial—needs to be short, crisp, pointed, enlightening and convincing. The facts furnish the essentials, but facts alone do not, to most minds, point the lessons, enforce the needs, or attainable results.

Recently, in an address before the Wisconsin "Business Educators' Association," F. G. Cramer, President of Cramer-Kesselt Co., gave some very practical views and facts as to school advertising, and a great deal that is equally applicable to all "Profitable Advertising," which was his theme on this occasion. It is just as important to the publisher that advertising should prove profitable as it is to the advertiser. If the space sold by the newspaper does not create or bring business, it is without value and that which is valueless cannot long find a sale in any market. Pres. Cramer rightly stated, that in advertising there must be a plan and then there must be a faithful carrying out of the plan. No one ever won a victory without a plan of the campaign and certainly no one ever won by planning, however wisely, and stopping before the campaign was carried to the ultimate issue.

As to the plan, we deduce the following principles from what he stated at greater length and in a most convincing manner:—

First.—Make a careful study of the service or other commodity offered for sale—know minutely and sympathetically what it is and why it should appeal to the prospective buyers. Know exactly what is had to offer and how it compares as to quality, better or poorer and wherein, than other services or articles offered in the same market.

Second.—Secure a full and correct understanding of that portion of the public sought to be reached.

Third.—Know the territory, the callings or the trades that can be covered with the promise of profitable results.

Fourth.—The media, the newspapers or periodicals, best adapted to reach or cover the territory or trade, and to gain the attention, to interest and to awaken the desires of the prospective customers or patrons.

Fifth.—The season or time when the need exists and the minds of the public sought are in the most susceptible mood.

Sixth.—"Salesmanship in printing" has to do with the science of psychology. Under this division President Cramer further said: "Now that we know how to reach at the smallest cost the greatest number of most likely prospects at the most seasonable time, what should we say to them, and how should it be said to create a desire on their part to come to our school. This is a matter of what we technically term advertising copy. I term the six steps we have just taken, the six common senses of merchandizing."

He then continued as to the "how":

We now have the skeleton of our plan clearly outlined—the "modus operandi" fixed. We have the "what," the "when" and the "where," and we are now to the "how." The "how" is a matter of detail, experience and professional ability. And under this head let us first consider media. How can we reach the greatest number of prospective desirable prospects by the shoretst route at the lowest cost? First, through the newspaper, with which, in some cases, I would include the farm paper; second, through the private school journal or house organ. I don't think a third medium need be considered, because if the two I have just mentioned are adequately used, the average school will be none too large to accommodate and take proper care of the results.

Now, why the newspaper first? For several mighty strong, clean-cut reasons. In the first place, you can usually find a newspaper that is read by just the class of people you desire to reach. In the second place, it reaches the people at anywhere from one-half to one-tenth the cost of any other media. In the third place, it is the most powerful moulder of opinion and creator of desire I know of. And, believe me, I am saying it right from the shop when I tell you that the advertising columns are more effective in the moulding process than are the news columns, for which also there are a number of good reasons. For one thing, a great deal more care is taken in the preparation of the advertising news. I know of advertisements that have been in the course of preparation several months before they appeared in print. And when they did appear it was only to test them out, to make sure that they were right, before they were used for the purpose for which they were written. This care and caution cannot be taken in the preparation of the daily news matter, nor can a news item be tried out to see if it will take before it is published. And behind all this is the fact that deep down in her heart the average woman is far more interested in silks and flour and furniture and feathers than she is in much of the other news. And so it is with many men in things which interest them.

Dr. Henry R. Harrower, for several years a young practicing physician of Kankakee, Ill., has abandoned his profession and will henceforth engage in editorial work. Dr. Harrower has for some time been editor of the *Journal of Physiologics and Theurpeutics* and finds that he has not the time to devote to both practice and this work. He will give up his office at Kankakee and will return to his former residence, Chicago.

The New York Editors

Three Associations Meet Conjointly.

THE matter of precedence in the matter of the formation of the first State Press Association of the United States has been settled by the ascertained fact that the Wisconsin editors organized in January and the New York editors in July, 1853. The fifty-seventh year's convention of each association proved a splendid success, of which the respective presidents and officers may well be proud. The papers, discussions and proceedings furnish a great quantity of good newspaper philosophy, methods and practices of highest value to all publishers. of the United States. Recognizing this fact, to the omission of other matter and our regular departments for this month of August, we have provided, in this issue, for all newspaper workers of the Nation to partake of the rich feast afforded, though, of necessity, some of the courses will have to be omitted, but there will be enough fully to satisfy all demands.

THE ASSOCIATED DAILIES.

The New York Associated Dailies opened the editorial tournament at Saratoga Springs on July 6th, and was called to order by President G. S. Griswold of the Batavia *News,* who is peerless in conducting a home daily with a circulation equal to the entire population of his city. The *Saratogian,* Saratoga's splendidly conducted daily, gave a very full account of all the sessions and the following gathered therefrom will be found of practical value to newspaper-makers and paper users in all the States:

The summer meeting of the Associated Dailies began in the parlors of the United States Hotel, the headquarters for the allied organization.

The feature of the morning's business was a talk on print paper by John Norris, of New York, chairman of the Print Paper committee of the American Newspaper Publishers' Association.

CONTROL ALLEGED.

In his statement before the newspaper men Mr. Norris said:

"The price of news print paper involving an annual outlay of sixty million dollars, is controlled by a gentleman's agreement which is trying to force an agreed price upon news print paper. In no other industry, do makers refuse to sell their product f. o. b. mill. The paper mills insist upon knowing the buyer's name, and the destination of paper before they will sell it. For twenty months there has been an obvious effort to restrict output. The purpose of that arrangement is to keep afloat a number of industrial hulks which long since passed their days of efficiency. Within three years, we have had three print paper famines. In twenty months the print paper makers of the country have kept the stock of paper on hand for all the newspapers of the country to an average supply of less than eight days. This fact is disclosed by the reports of Herbert Knox Smith, the Commissoner of Corporations, upon the production and shipments and stocks on hand of news print paper mills, as furnished to him by the mill men. Paper makers have failed to accumulate sufficient stock to meet the ordinary needs of the newspapers. In fourteen months out of twenty, they did not work to their capacity. The mill owners admit that they have produced only 92 per cent of their capacity.

PUBLISHERS PAY PENALTY.

"The penalty that publishers are temporarily paying for this restriction of output and artificial stimulation of prices

may be stated approximately at $5 per ton, but the print paper makers are inviting disaster by the inducements they are making for new production. Every artificiality of that sort carries its own penalty and ultimately works to the advantage of the consumer. An illustration of the extremes to which the coddling of the paper trade has been carried may be found in the case of the International Paper Company which brought together twelve years ago a group of thirty mills, operating 101 paper machines, of which only forty-nine were then in good condition. With the lapse of twelve years, the efficiency of its machinery has materially diminished. Some months ago, before the paper strike occurred, it produced only 925 tons per day, though it had a capacity of 1,416 tons per day. At present it is producing an average of eighteen tons per day per machine. Contrast that showing with the recent production in Newfoundland by American brains on American machines of fifty-nine tons of paper per day per machine.

"In New York state we are cutting timber five times as fast as it is being reproduced. If we continue, we shall not have a sawing stick left in the state in tweny years. This statement is made upon the authority of Mr. Whipple, of the Forest, Fish and Game Commission. Is it not time that the New York state editors and publishers made some efforts in their own and in the public interest to settle this paper problem intelligently and with a vigor that would carry force and conviction to paper makers and to public officials?"

Following Mr. Norris' talk the remainder of the morning session, which did not conclude until 1:30 P. M., was given over to an open discussion. Many of the members expressed their views, and Mr. Norris answered many questions on the subject. Mr. Norris was heartily thanked for his exhaustive statement and interesting treatment of the subject which is of vital interest to publishers generally.

BUSINESS DISCUSSION.

Adjournment for an hour for lunch was taken at the end of the discussion. Early in the afternoon the business of the gathering was again resumed. This included informal discussions by various members on the following topics of interest to the craft: Advertising, circulation, insurance, delivery of papers by mail, news print paper, and Linotype composition. The discussions were free and proved of great value to the members of the organization.

THE NEW YORK STATE ASSOCIATION.

The New York State Press Association opened its fifty-seventh years' session on the morning of July 7th with a welcoming address on behalf of the city and a response by President Greenhow. Mr. F. L. Waterbury, speaking on behalf of Saratoga Springs, thanked the editors, whose aid had turned public opinion to favor the State reservation of the Springs and park and hence caused the passage of the bill. He paraphrased the old saying, "The hand that rocks the cradle rules the world," into one more grateful to the editors, "The hand that writes the copy rules the world."

President Greenhow complimented Saratoga in his response, as combining all the spots of beauty and historic interest, and, following the roll call, delivered his annual address in substance, as follows:

"Our world, playing 'tag' with the sun in its plunging flight into the unknown abyss of space, is 150,000,000 miles away from the spot from which it shone a year ago.

Engraved from photograph by the Eclipse Electrotype and Engraving Co., Cleveland, Ohio.

The New York State Editorial Association at Battle Monument, Saratoga Springs, N. Y.. July 8, 1910

"There have been many changes since that time. The thrilling issues of last year have become the history of this. Dr. Cook has disappeared and Peary is in the limelight. England has a new king. The Smithsonian Institute has been filled with a miscellaneous assortment of bones and hides from Eastern Africa. The 'Return from Elba' has been successfully accomplished. The conquest of the air has become a potent fact. Halley's terror has appeared, fizzled and disappeared to frighten other worlds. The great Panama Canal is a year nearer its opening date with all its possibilities for peace and war. Everything movable in the line of science and general development is in motion. Progress is the watchword everywhere. The man who stands still is left behind in the swirl hopeless as one marooned.

"'The eternal surge of time and tide rolls on
And bears afar our bubbles.'

"In the midst of this whirl of perpetual motion what is our individual standing today? Is it better or worse than a year ago? Are we keeping up with the procession of Progress; remaining stationary in business or social eddy, or falling behind into 'innocuous desuetude?'

NEW CONDITIONS DEVELOPING.

"New conditions are constantly developing in the newspaper world. Labor and material are growing more costly, and the plant producing less when conducted on the old lines. The eternal activity of unrestrained human ingenuity is constantly producing counterpoises to these growing handicaps. Labor-saving machinery is adjusting the balance for those wise enough to take the advantage offered.

"And other factors in our business prosperity are changing. Subscribers will die, and advertisers retire from business, either through the age limit, the powerful influence of the sheriff, or the inexorable processes of Nature will reach the end described by the little Sunday school girl, who, being asked if 'Martin Luther died a natural death,' promptly responded: 'No, he was excommunicated by a bull.' As they pass on new ones must take their places in sufficient number if the busines is to be continued. If there is a demand for the paper, however, and it is what it should be, its future is safe, for in these days every live man and woman must read, and the successful man of business must advertise if he is to find a market for his goods.

"Important changes are also going on in the rules of the postal department. The department is anxious to help real newspapers for which there is a demand. But it is burdened down like a ship covered with barnacles after a long voyage, with all sorts of speculative matter published free, taking their profit from the advertising claimed for a large circulation. Where is the line to be drawn? Naturally, if a direct rule is to be drawn that will legitimately apply to all, it will fall upon those papers whose address labels show they are not paid for. Wise or not; just or not, it is based upon the wisdom that reigns in the department. It is a situation that must be met. The publisher who is wise will begin in time to prepare for the inevitable, and the subscriber will no longer have occasion to complain that he 'cannot stop the darned thing.'

MUST DEPEND UPON QUALITY.

"The future publisher, like all other business men, must depend upon the quality of his goods and methods to secure his market. When that time comes it will be better all around.

"Some men are quick to adapt themselves to these changing conditions. Others are long in considering them; while still others are indifferent, content to plod along with all the handicap of archaic methods.

"The tone and editorial attitude of the press is changing for the better. The old 'party organ' is passing.

"Newspaper plants are getting to be too costly, and the expense of running them too great to be jeopardized by catering to any boss. The circulation, too, must be a general one to insure financial success. The public is getting too critical. It is demanding facts clear of personal bias or prejudice. A spirit of independence is, on that account, constanly growing. The shortcomings of their party managers is as clearly criticised as the position of their opponents is fairly stated. For a realization of the work done by the army of editors, animated by a spirit of devotion to the public interests, and official honesty, one has only to watch the results of recent Congressional elections; the dragging into the sunlight of publicity and the fate of political grafters of every party, from Missouri to Pittsburg. Reason is taking the place of vituperation, as patriotism is of partizanship. The remodeling of public policies and the advance of public honesty are pronounced effects of editorial causes.

John K. Walbridge, "Saratogian," Saratoga Springs, N. Y., One of the Vice-Presidents of the N. Y. Editorial Association

PARTY LINES MERGING.

"Probably in no case is the change of editorial spirit to fairness more pronounced or noticeable than in the attitude of the best element of the press on either side than in the treatment afforded our Governor Hughes in a contest with machine methods, or the non-partisan comments upon recent and present federal scandals. Party lines are merging into a fight for the best moral and material good of the state and municipality in each case. Honesty has been apotheosized in the sanctum.

"Are we, members of this and other associations, making the most of the opportunities offered us? We meet in convention year after year, in touch with a mine of accumulated practical knowledge that many of us had, and which few of attempt to properly develop. We are impressed by the value of what some of us attempt to digest; feel the stirrings of ambition within us, but lack the energy to turn the knowl-

edge we have gained to advantage, and sink back into inertia. For any one here to say that his annual association with bright and practical men from all over the state—men who have experimented along the very lines upon which knowledge would be valuable and who are cheerfully willing to give freely of that knowledge—is valueless, would be absurd. It shows that he is either too obtuse to learn, too lazy to apply that knowledge, or else he has reached that happy stage of human existence set forth by the followers of Buddha:

"'Sinless, stirless rest,
Blessed Nirvana.'

"The secretary of the Nebraska Editorial Association quoted from a letter written by one of the wealthiest and most progressive members of that association, who said, among other strong things, that:

"'No man who wants to make money at the newspaper business, or even to give reasonable satisfaction to his patrons, can afford to miss the annual meeting of the Nebraska Press Association. Regular attendance for the past twenty years has convinced me.'

"The history of the Associated Dailies, whose membership is largely made up from this association is a remarkable proof of the value of such organizations for practical men, capable of taking advantage of the opportunities offered. The members of that association have one and all built up profitable businesses, have splendidly appointed establishments, and are continually adding to their already expensive plants and great facilities. In one day the members, during the meeting in Rome, visited three new and up-to-date offices in the Mohawk Valley, filled with the latest machinery, the owners of which admitted their indebtedness in many ways to that association. All were practical men, and some of them were prosperous before the organization was formed."

Mr. Greenhow then recalled the forming of the Associated Dailies Association in the Fifth Avenue Hotel twelve years ago.

Concluding, he said: "This organization was not formed for the purpose of forcing from unwilling advertisers rates they could not otherwise get. They soon learned that it was just as disastrous to demand rates that were too high as it was to accept rates that were too low; that there is an intrinsic value somewhere, as there is in a bushel of wheat, and they ought to find it, and then refuse any other. Until this year the meetings were held three times a year. Now they are held semi-annually and are continually growing in interest and value."

Secretary and Treasurer Bunnell, in presenting his annual report, stated that the association now numbered over 200 members, with a gain of twenty during the year. The finances he also reported to be in a flourishing condition.

In referring to the legislation of the past season he recalled the failure of the bill to compel railroads to publish their time tables.

ASSOCIATION'S HISTORY.

Secretary Bunnell also announced that his fifty-year history of the association was ready for the binder. In closing he stated that all but one of the founders of the association had passed away. The sole survivor is Major Harwood W. Dudley, of Warsaw, who at present is eight-eight years of age. Secretary Bunnell then stated that the senior member had endeavored to be present at the sessions, but he had received a telegram from Major Dudley this morning to the effect that the aged man could not come.

THE N. E. A. WANTED IN 1912.

E. L. Adams then spoke of the possibility of having the National Editorial Association meet in this state in 1912. The president subsequently appointed Messrs. Adams, Porter, Sleicher, Kline and Frisbie as a committe on this question.

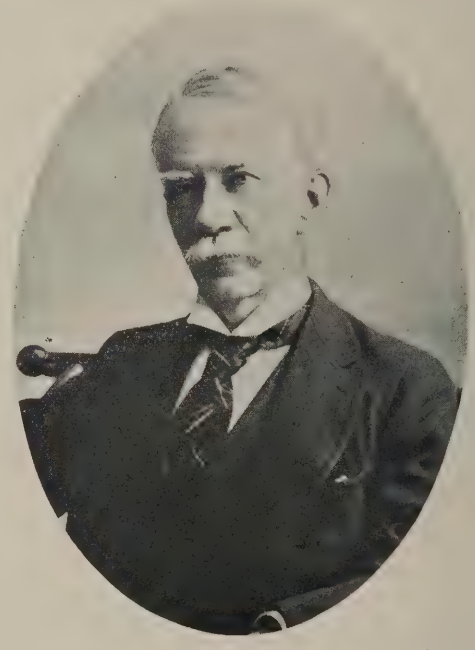
Elias Vair then read a communication from Major Dudley and the letter from the veteran member was included in the minutes.

Willard D. McKinstry of the Watertown *Times,* read a very able, satisfying and convincing paper on the topic, "Have the Newspapers Lost Their Influence?" that appears on another page of this issue of the NATIONAL PRINTER-JOURNALIST.

William J. Kline, of Amsterdam, gave an account of the New Orleans Convention of the National Editorial Association and the Mardi Gras in 1910.

At the conclusion of Mr. Kline's most interesting account of the Southern trip, Will O. Greene, of the Fairport *Mail,* gave a paper on "The Panama Canal, how it is being made; what it will be, and what it will do."

The next paper, "Uncle Sam in Panama, Educational, Religious, Sanitary and Social," was given by Ed. L. Adams, fo the Marathon *Independent.*



A. O. Bunnell, Secretary-Treasurer N, Y. State Editorial Association

A. R. Scott, of the Geneseo *Republicdn,* was unable to be present, and as a consequence, his paper, "Panama and the Zone, Historical, Geographic and Political," was not read, but will be published in the convention minutes.

"The Yankee in the Tropics; the United Fruit Co.; Banana Farms; Banana Growing and Shipping; Tropical Jungles and Rivers," was the title of the paper subsequently read by Elias Vair of the Waterloo *News.*

At the conclusion of this paper adjournment was taken until 10 o'clock of July 8th.

At the second day's meeting an address of great interest to all publishers was delivered by H. M. Bacon, Superintendent of the Classification Division of U. S. Postal Department, which, on account of its value as showing the present position of the Department as to Second Class Mail Matter and the reasons therefor, is given in full on another page.

Routine business was transacted and the following officers were elected for the ensuing year: W. J. Pollard, Seneca Falls *Journal,* President; Vice-presidents, W. D. McKinstry, of the Watertown *Times,* E. L. Adams of the Marathon *Independent,* J. K. Walbridge of the *Saratogian,* George C.

Marcellus of LeRoy *Gazette,* Don C. Seitz of the New York *World,* A. O. Bunnell, Dansville *Advertiser,* Secretary and Treasurer; Executive Committee, Will O. Greene of the Fairport *Mail,* C. I. Combes of the Johnstown *Republican,* R. L. Forbes of the New Rochelle *Paragraph,* Dr. E. H. Porter of the New York *Journal Homeopathy* and Gardiner Kline of the *American Recorder.*

President-elect Pollard, in a brief speech of acceptance thanked the members for the honor conferred on him and promised his best efforts toward promoting the success of the organization.

The sessions were alternated with instructive and most enjoyable excursions, addresses and entertainments, that were enumerated and well epitomized in a memorial unanimously adopted at the close of the banquet, as follows:

"We feel deeply indebted for the instructive address by H. N. Bacon, superintendent classification division, Postoffice Department, Washington, strongly indicating the friendly and co-operative attitude of that Department toward the publishers, the stirring paper by Willard D. McKinstry of the Watertown *Times,* and the illuminating statement of experiences in connection with the meeting and excursions of the National Editorial Association by Fred P. Hall, William J. Kline, Will O. Greene, Ed L. Adams, Elias Vair and Carl G. Clarke.

"We cannot do justice to our entertainers in this brief testimonial, but throughout the coming years none shall be forgotten. We must, however, mention the indefatigable industry of Brother Walbridge in planning such a perfect program of entertainment. The United States Hotel has given its best, and none could be better; the Delaware & Hudson Railroad has made it easy for us to enjoy its excellent transportation facilities and the New York Telephone Company has kept us in touch with the outside world. The drives about the well kept town, the visits to the health giving springs, the trip to the historic Saratoga battlefield—made noteworthy by the instructive address of William S. Ostrander—the ride to Mt. McGregor, forever memorable as the spot where our greatest general closed his eyes in death, the reception to the ladies by Mrs. Walbridge at the unique House of Pansa, reproducing the glories of Pompeii, and the crowning event of the ceaseless hospitality, a delightful banquet, all will remain as milestones in life's journey and make the fifty-seventh year of our association one that we shall ever recall with greatest delight."

The historical paper on the Saratoga Battlefield was filled with incidents in the history of the place that thrilled with dramatic and historic interest and taught much of the great endurance, hardships, and perils of early pioneers, and of the one great decisive battle of the Revolutionary War.

At the banquet three prominent politicians, Senator Brackett, Superintendent of Insurance Hotchkiss, and Daniel Frisbee, Democratic leader in the New York House of the State Legislature, treated, in a strenous manner, of the matter of primary elections as against delegated political conventions for chosing candidates for public office and proved that there are strong arguments for and against both methods. The other banquet speakers, nearly all of whom are well known to the readers of the NATIONAL PRINTER-JOURNALIST, were, John A. Sleicher, of New York; Louis McKinstry, of Freedonia; James H. Potts, of Troy; Surrogate W. S. Ostrander, of Saratoga Springs; State Commissioner of Health Porter, of Albany, and former Senator Garry A. Willard, of Booneville, a Past-President of the N. E. A.

All the speeches were well worth while but as most important to our readers we can only give the following from the address of John A. Sleicher, editor of *Frank Leslie's Weekly,* who said in closing his remarks:

"Whether its material rewards be great or small, journalism is the most attractive of all the learned professions.

"Are we, members of the fourth estate, deluding ourselves with the thought that our position is secure? Do we not see manifold signs of a decided reaction on the part of our best readers against sensationalism? Would it not be better if we conceded more to the growing demand for accuracy and moderation? Ought we not to do this, moved by a patriotic purpose in view of the appalling danger to republican institutions that so many foresee in the rapid spread of class hatred and socialistic notions? I leave these questions with you for those moments of quiet reflection that must inevitably come if we do not speedily awaken to the dangers involved in the delusions and illusions both of the press and the people."

At the annual meeting of the Select County Weeklies, held on Thursday, George E. Marcellus of the LeRoy *Gazette* was re-elected President; L. C. Sutton of the Massena *Observer* was chosen Vice-president, and Will O. Greene of the Fairport *Mail* was elected Secretary and Treasurer. The following directors were also chosen: Harry Hall, Catskill *Recorder;* Will O. Greene, Fairport *Mail;* L. C. Sutton, Massena *Observer;* Frank Walker, Hamburg *Independent;* P. A. Blossom, Brockport *Republic;* J. L. McArthur, Granville *Sentinel.*

The Select County Weeklies is composed of weekly papers in the State of New York which have 2,000 circulation or more, or have the largest weekly circulation in the county where published.

In addition to electing officers a general conference was held and plans for the year's work were discussed.

The Tou Velle Bill Passes the House

The Tou Velle Bill to stop the free printing of the individual return requests on stamped envelopes—a proposition involving an impossible competition with a single monopolistic Government contractor, on the part of the job printers of the country, in the case of some 482,000 jobs of printing annually, passed the House of Representatives in Washington Monday night (June 20), by the astonishing vote of 192 to 27. There was no opposition that deserved the name.

Mr. Cox of the Dayton, Ohio, district—in which the Mercantile Corporation, the present Government contractor is located—spent the time allotted to him in debate in attacking the chairman of the Joint Committee for having organized the movement that expressed itself in this great vote. Hon. Sereno E. Payne, the floor leader of the Republicans, in whose (Auburn, N. Y.) district another factory of the stamped envelope contractor is located, was the only other speaker in opposition.

The friends of the bill were impatient even to hearing one of their own number, Mr. Stafford of Wisconsin, a most able and conscientious member of the House Postoffice Committee, advocating. They wanted a vote.

The bill immediately went to the Senate and was then within five days of the end of the session—as it proved—there was not sufficient time in which this Committee could have a hearing on the bill, though many would agree that no hearing would be necessary, in view of the facts and arguments made by friends of the bill at the hearing before the House Post office Committee—which certainly cleaned the situation up. Yet, the Senate dislikes to be hurried, and although it is a literal fact that every member of the Senate is either intensely interested in reporting the bill without delay, or is reaching a similar state of mind, and as it is not known that there is a single opposing vote in the Senate, it would look as if the prospects for a speedy passage of the bill at the beginning of the next session were good.

The allied paper, printing trades and country newspaper publishers must not therefore feel that they can lull themselves into any situation of false security. The opposition of the Postoffice Department, expressing itself chiefly through Postmaster-General Hitchcock, and Third Assistant Postmaster-General Travers, has been very stubborn all along back, and by the use of the Postmasters, and even in some cases, no doubt, by the use of Postoffice Inspectors, will be not only opposed with increasing energy to the passage of the bill, but this Department and its representatives may be expected to be opposed to those who favor the bill.

The opposition admitted to be organized by the Merchants' Association of New York has pretty nearly petered out, it is true. Although two considerable business organizations—out of some 320 which have had the matter under discussion in one way or another—expressed themselves as opposed to the bill, they apparently were deceived by the widely circulated statements that the "poor consumers" of the stamped envelopes desired this subsidy, when it is a matter of proof that not one-half of one per cent of the total number of consumers of all kinds of stamped envelopes—including the plain and those printed with the blank request—enjoy the subsidy of the individual return request, and that it is on the supposition that each one of the 482,000 jobs of such free printing done by the Department in a year was a customer only once in a year, whereas it has been admitted by postal experts that not over a hundred thousand customrs of the individualized return request enjoys the subsidy, which would reduce the percentage of faveored customrs almost to the vanishing point.

It is not thought that a change on grounds as flimsy as those of the business organizations of the country, will end in any vociferous or overwhelming objection to the stoppage of an abuse which works itself out to the disadvantage of the customer of stamped envelopes the more unjustly the smaller the customer is.

The admitted opposition sought at first to be engineered by the National Association of Employing Lithographers, also seems to have come to nothing, but at the same time will need—like the admitted organized opposition of the Merchants' Association of New York—to be watched sharply by all friends of the measure throughout the country everywhere during the summer and fall. True, the Western Lithographers' Association, which is nearly as large as the National, is practically united, and certainly very determined, in its support of the bill, a circumstance which still further endangers the integrity of the National Association of Employing Lithographers, if its Board of Directors persists in opposing the Tou Velle bill. The Postoffice Department and its various bureaucrats then, and a sprinkling of merchants in New York then, and a few lithographers then, practically seem to be the force of the opposition, yet they need to be watched. That is because the Postmaster-General and Mr. Travers and others having the closest possible connection with the Postoffice Department have boasted repeatedly in Washington and elsewhere that the stamped envelope bill would not pass at this session of Congress just closed, and would never pass.

The thirteen thousand individual members of the eight organizations co-operating under the auspices of the National Joint Committee think otherwise, and intend otherwise, though it is very true that Mr. Hitchcock, Mr. Travers and the others think that they don't count.

The Postoffice Department also proposes that the item in the Postoffice Appropriation bill, by which the free printing of the individual return request on stamped envelopes would be stopped during the fourth or last year of the present contract for stamped envelopes, shall amount to nothing, though the intent of Congress, in the Senate Committee and the Senate, as well as the House Committee and the House, was very clear that this should be done; in fact, the sentiment in favor of stopping the practice by that measure of legislation was unmistakable. Yet Acting Third Assistant Postmaster General Travers is out in an official letter saying that the Department would not stop this free printing of the individual return requets. Thus, of course, refuting the reasons—or excuses—given by certain real opponents, though pretended friends of the legislation—that everything had been accomplished in the appropriation bill." It seems, in view of Mr. Travers' order, that nothing was accomplished, which naturally will interest the thirteen thousand members of the various participating organizations to find out in the fall whether or not anything can be done, even by the passage of a permanent law, to cause the Department to desist.

A Prize Winner

JUNCTION CITY, KAN., July 15, 1910.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—The enclosed clipping tells what our weekly issue of February 25 did at the Kansas State Editorial Association Meeting. I am sending you under separate cover a copy of that issue and would be pleased to have you criticise same in your valuable journal. As foreman of the office and "make-up" I feel pretty proud of the issue. Thanking you, I am,

Yours respectfully,
H. T. PARSONS.

I do not blame foreman Parsons for entertaining a little pride over the fact that his paper, the Junction City *Union,* won three first prizes out of four in a contest conducted by the state editorial convention which convened at Wichita lately. The features on which the *Union* carried off so many high honors were: Neatest appearing Kansas paper; best display in advertising columns, and best general make-up of Kansas paper. Superintendent Rickman of the printing department of the State Agricultural College, together with five prominent newspaper men of the state acted as the board of judges who rendered the decisions and who awarded the prizes. I said I did not blame Brother Parsons for feeling a bit proud over the fact, for, forsooth, I feel a bit of pride over it myself, because it vindicates the good opinion I voiced of this excellent publication in last month's NATIONAL PRINTER-JOURNALIST. The issue of the *Union* entered in the contest was that of February 25, which was indeed a very admirable paper.

Mayor J. N. Stone, editor of the Neoah Wis., *Times,* is a candidate on the Democratic ticket, *in the Nineteenth* district.

"I understand," said Mr. Winship, "That many of my friends are circulating a petition asking me to make the run, and I will surely get in the race."

"PHAT" WITH GOOD THINGS.

WHITE BLUFFS, WASH., July 20, 1910.

National Printer-Journalist, Chicago, Ill.:

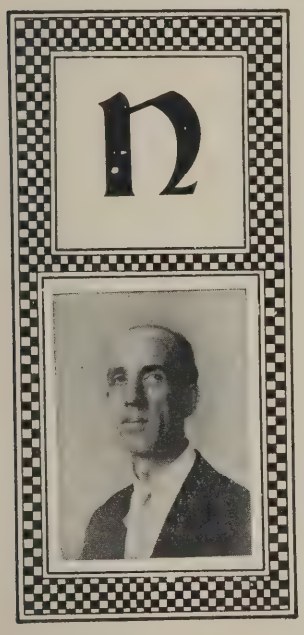
DEAR MR. HERBERT:—Yes, here's the price with thanks for your very interesting publication. It is intensely practical and exceedingly "phat" with good things for the newspaper offices.

Your department has a real "homy" tone which alone must catch the fancy of all old-time newspaper workers.

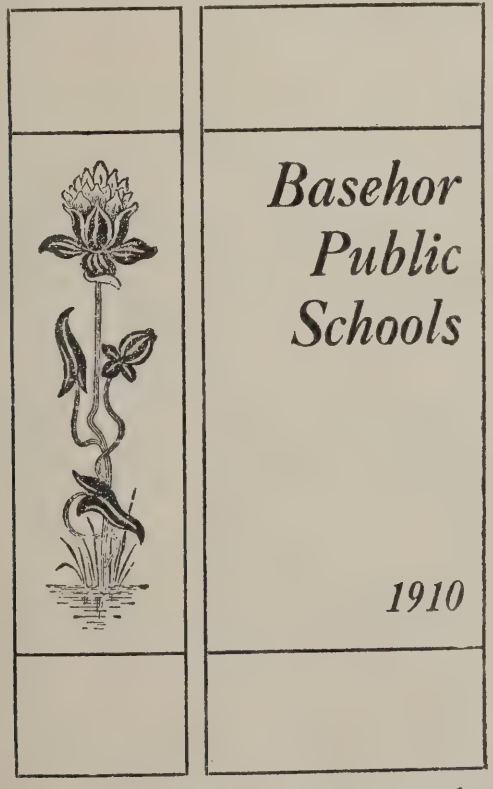
With best wishes for many years of continued success, I remain, Fraternally, ANGUS HAY.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 925 Linden Ave., Wilmette, Ill.



NO doubt I am unduly fussy in the matter, but I really do not like to have my reading interrupted by a lot of word ornaments. In my opinion, a line which is filled out to the right measure by the use of a lot of "flub-dubs" is evidence either of a lack of originality or a lack of sufficient variety of type. It is disconcerting to the reader to run onto a colon, or something of the kind, after every word, bringing you to a stop which is unwarranted and which one is likely to resent. This remark applies to the field in general, but is suggested at this time by a booklet received from Levi L. Smith of Bonner Springs, Kansas, in which one line is thus treated.



This is the only point of criticism I have been able to make, as otherwise the booklet is extremely high class. If I were to make any other suggestion at all, it would be that a somewhat softer shade of red be used for the border around the pages. The cover of the booklet is here shown, and was printed on rough brown stock in black and red. The red was all right for this dark stock, but should have been softened considerably for the cream stock of the inside pages. The only suggestion I have to make in regard to your letterhead is that a narrower face of rule be used.

* * *

John W. Roper, with the Creamery Package Manufacturing Company, Chicago, has contributed to the success of this department again, after a long silence. He has made a welcome contribution in the shape of three jobs for one firm, designed consistently throughout to harmonize with each other. The cut in each case is printed in black and red, and the lines "Steam and Hot Water Heating" are in red. The adherence to readily recognized style throughout its printed matter by a business house has many things to recommend it. Among other things it serves to bring up the name of the firm to the mind of those with whom it is dealing whenever a piece of its printed matter is seen. And from this printer's standpoint it has the advantage of bringing the customer back to "the same old stand" more often than as though he were willing to take up with any style which any printer might wish to foist upon him. Mr. Roper also sends other specimens which are excellent pieces of typography.

* * *

It should offer some encouragement to the smaller men in the business to know that the big ones make a mistake once in a while. In proof of this I call attention to a piece of work recently sent out by the Griffith-Stillings Press of Boston. The booklet is sent out to advertise the company's own business, and is, up to the very last point, designed and executed after the customry high class fashion of these people. It is modeled along French lines, as announced in a statement accompanying it, as follows:

> The French do some things with a dainty, esthetic touch which is irresistible. The fact is strongly exemplified in a peculiarly charming piece of done-in-Paris printing which recently fell into our hands, and which we have taken much pride and pleasure in reproducing in the form of a brochure of most unusual nature.

Possibly this may account for the mistake to which I have alluded; but at any rate, at the last moment the sheets were run through the roughing machine, giving them a stippled surface. This gives a delightful effect in many instances; but in the present case the matter was set in small type, and printed in a color which did not give a strong contrast, and the indentions of the paper make it somewhat difficult to read. Add to this the fact that it is printed on highly coated paper, the sheen of which is broken into cross lights

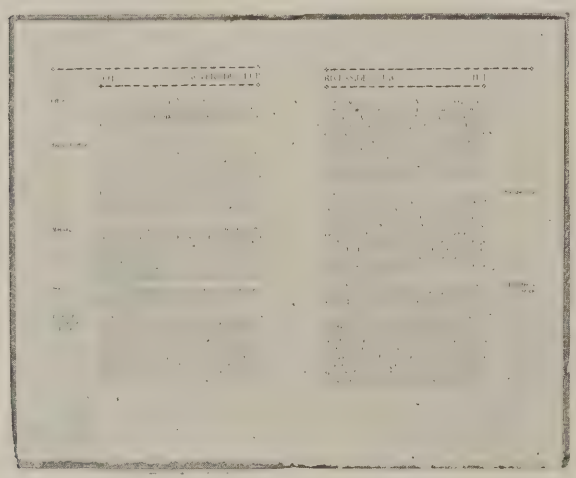
by the roughing process, and it can be readily understood that in the sunlight at least it is a book which it will be very easy for the recipients not to read.

* * *

It is difficult to understand why anyone will disfigure a page of printing in order to get it into a certain predetermined length of type page. I have before me a booklet which has many things to recommend it, and yet which is absolutely spoiled by having the leads taken out between the last two or three lines at the bottom of each page. I see no reason for this, except that the printer decided beforehand that a type page should be so many picas long, and he felt bound to adhere to this regardless of everything. This is a little booklet gotten out by Hal W. Trovillion of Herrin, Ill., and contains a paper by him entitled: "An Opinion Journalistic," which I have read with much pleasure. The book is very nicely designed and well printed, and aside from the fault I have mentioned it is a most creditable piece of work indeed.

* * *

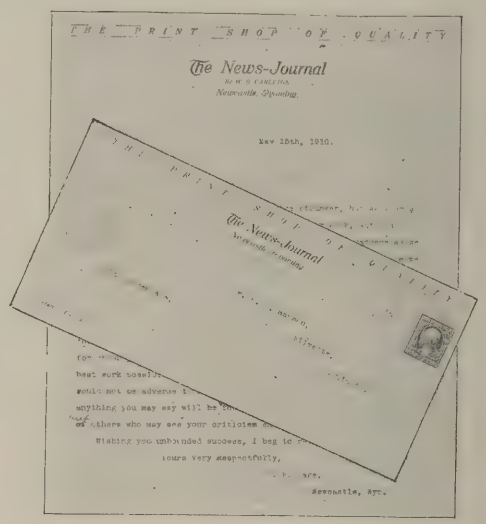
A new wrinkle in running heads has come to me from the McCormick Press, Wichita, Kansas, and is herewith shown. The idea of the long and short rule is not a bad one for handling the question which sometimes vexes a printer, of connecting marginal heads with the main body of the matter and at the same time preserving a harmonious appearance of the entire page. The use of two rules the entire width, at the top of the page, is usually frowned upon, and



rightly so, as making the page top heavy and giving an unfinished appearance. Those Kansas people have, I think, hit upon just the right thing for the place and I hope many of our readers will remember it and use it, or some modification of it, when the opportunity offers. It would be still better if the running head were such that it could be carried over from the left-hand page to the right-hand page, instead of being repeated, as was necessary in the present instance. A group of other good work from this same source is also being shown.

* * *

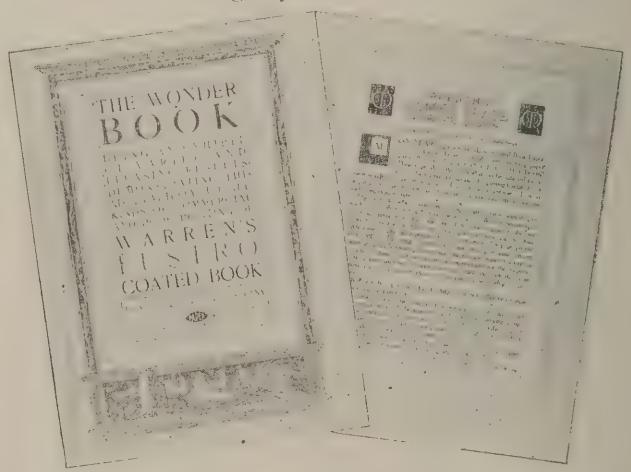
I am pleased to hear from W. W. Sage, Newcastle, Wyoming, and hope he will let us see some more of the work which his shop is turning out. The letter head and envelope which he sends leads me to believe that there are some more good things being turned out there, especially as Mr. Sage says that they are not different from the class of work which most of their customers appreciate and are willing to pay for. I have not looked up the town of Newcastle in the census reports, but my impression is that it is a much smaller town than one usually thinks of as being addicted to deckle-edge linen stationery and "near-lithographic" printing, especially in that part



of the country which has to stand for the reputation of being wild and wooly. Mr. Sage and his fellow-laborers have, I take it, done some intelligent and well directed educational work along the line of getting the people educated to appreciate a good thing when they see it, and are to be congratulated on the success they seem to have attained.

* * *

Herewith is a title page from a recent specimen sheet sent out by the J. W. Butler Paper Company, and which speaks for itself. The words "Book" and "Lustro" are in a light yellow, as well as the decora-



tive border; the rest is in black. It is an attractive piece of work, the only criticism to be offered being that the body matter in the center is spaced too wide, this being especially noticeable on account of the narrow margin between the matter and the rule.

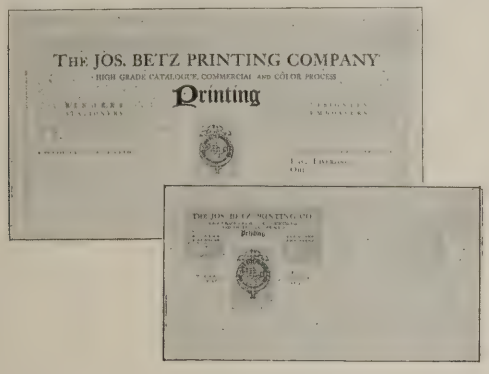
* * *

From the same source comes another specimen sheet of Cameo Plate, done in the highest style of the art at the shop of the Matthews-Northrup Works at Buffalo. It is a beauty, in green black with decorations in a buff tint.

A book of specimens just sent out by Chas. Eneu Johnson & Co. will be a revelation to those who have not yet become intimately acquainted with the off-set process of printing. It consists of sheets of several different kinds of paper printed from a variety of different plates by the off-set process, most of which would be impossible on an ordinary printing press. When one sees fine halftones printed on laid paper and on linen bond, and coming out perfectly, he is inclined to sit up and take notice.

* * *

A. G. Hallett, East Liverpool, Ohio, sends a letter head and envelope which are set and colored to harmonize with each other. The background is in a very light green tint, the border in silver gray, and the matter in brown. The stock is a smooth white. I



wish the word "Printing" might have been in the same type on both the head and envelope card; I should also decrease the depth of the envelope card somewhat, making it more nearly proportional to the depth of the head; this would do away with the blank space at each side of the envelope card under the lines "Stationers" and "Embossers." Otherwise I can find nothing to criticise.

* * *

Seymour Eaton, the famous Philadelphia organizer, has this to say in the Chicago *Tribune*, relative to a form of mistaken "economy" many advertisers are addicted to: "Many advertisers will shave off fifteen cents a thousand on envelopes and a quarter of a cent a pound on paper and beat down the printer in price so that he is obliged to use thirty-cent ink, and by various other 'economies' get his material ready for six dollars a thousand. He will then pay the Government twenty dollars a thousand for carrying his stingy, badly-printed, cheap-looking six dollars' worth of stuff and pat himself on the back for being economical."

* * *

The hotel menu is not ordinarily an artistic affair. The printing of this daily stunt is usually an unremunerative and thankless job, turned out at cost or below in the hope that it will bring some other work along with it. And more often than not this other work is let to the lowest bidder and goes somewhere else. I have some samples of menus before me, however, which show that there is a printer up in Massachusetts who considers the printing of this class of work worth while, and gives to it the same careful attention as is devoted to his other work. He is Wm. J. Conlin of Hingham, Mass., and I sincerely hope that he is getting out of this work the money that it is worth.

* * *

The *Saratogian*, of Saratoga Springs, N. Y., showed its enterprise during the recent convention of the New York Press Association by getting out a

handsome complimentary program for the members. The cover, here shown, was printed in three colors.

* * *

While this little folder is an excellent piece of work in general, the particular feature of it which I wish to emphasize is the fact that the illustration, if not made

We Are Moving
Not to be in the swing of events
but because we have got to do it.
SO we've packed up our junk and stowed all the devils and you'll shortly find us very much at home and extending you welcome in the room just vacated by the Post Office, across the street from our old stand.
Also you will find us doing printing of the very best style with our usual rush in handling orders. Come in to see us.
Empire Printing Company
Levi L. Smith, Manager
Bonner Springs, Kansas

especially for this piece of work, is particularly adapted to the subject. It is not a stock cut which could be used equally well for the moving of the dry goods man, the blacksmith or the barber shop. There is the printing press right there on the wagon, making the cut, and the circular which it illustrates, worth much more than it otherwise could be, both from an artistic and commercial standpoint.

* * *

[For other specimens mentioned in this Department, see pages 590 and 591.]

* * *

The Potency of Truthful Advertising

SUPERIOR INTELLIGENCE OF THE AMERICAN PEOPLE LARGELY ATTRIBUTABLE TO THE AMERICAN NEWSPAPERS — ADVERTISING NOT A LUXURY BUT A STAPLE — ADVERTISERS DO A PHILANTHROPIC SERVICE— ADVERTISING, ABSOLUTELY TRUTHFUL AND CLEAN, HELPS ALONG THE MILLENNIUM.

THE Associated Advertising Clubs of America has grown into a most powerful organization—far-reaching and useful. The attendance, at the recent convention in Omaha, was the largest and most notable in the history of the organization. The following address by President Samuel C. Dobbs, who was re-elected, will be found to contain much that will prove valuable, as well as entertaining and inspiring to every newspaper and periodical publisher, whose privilege and opportunity it is to scatter abroad, through the most effective mediums known to modern men, not only the news, the events of the whole world with their lessons, but also the practical information as to all things devised or fashioned for man's industrial, social, educational and governmental progress—for his sustenance, his comfort, his protection; the clothing and adorning his person, the supplying and beautifying his home and all else to meet his wants, physical or material, mental or rational, esthetic and spiritual:

"You have been termed, and correctly so, the modren wonder-workers of this the most wonderful age of the world. Let us draw a comparison. The world pays tribute to Marconis and Edisons. It erects monuments to Fultons, to Longs, to Whitneys and hosts of others. It is well that it does, because these thoughtful, earnest students and scientists have blessed the universe with the fruits of their genius.

"But what slow progress would all these great blessings of humanity have made had it not been for the potency of publicity which took up the burden where science left off and put on that finishing touch, without which they would almost as well have never been conceived.

"Publicity or advertising, or whatever term you choose for it, like a winged messenger, snatches up great truths and accomplishments and carries them to the uttermost parts of the world.

CHANGE OF THOUGHT.

"Through the wonderful potency and the tremendous force of comercial publicity the entire domestic thought and life of this nation has been changed materially within the past generation.

"Dr. Nicholas Murray Butler, president of Columbia University, made the statement that the American nation is the most intelligent people on the globe and that this condition is attributable very largely to the more than 20,000 newspapers published in the United States.

"Dr. Butler stated a fact, but he did not go far enough. The three great educational institutions of this country; namely, the newspapers, the weekly periodicals and monthly magazines, are doing more in an educational way than any other influnce I know. Unfortunately this education is not always free from taint, inasmuch as the columns of some newspapers are sometimes made subservient to political or finacial influences, and the spirit of demagoguery too often dominates them. But with all, they are performing a great service and are helping to build the greatest nation on earth, a nation of reading and thinking people.

NO LONGER A LUXURY.

"Not many years ago a daily newspaper was an almost unthought of luxury. The purchase of a prominent weekly for the average family was an extravagance and magazines were published only for the wealthy. But that has all changed and you advertising men are responsible in a very large measure for the evolution. Through the avenue of advertising space the daily penny papers have been made possible. There is scarcely a family that cannot afford a daily paper. Likewise the popularity of the ten and fifteen-cent magazines has been brought about by the tremendous amount of advertising placed in them. In other words here are three great educational institutions that are receiving a perpetual endowment from the advertisers of America.

"I grant you that these advertisers are not necessarily philanthropists; nevertheless they are doing a philanthropic service whether they will or not.

"This tremendous influence of publicity carries with it a corresponding responsibility.

ADVERTISING STAPLE.

"No longer is advertising looked upon as the haphazard end of a buisness. In the majority of instances the ablest man in a corporation is the man who directs its publicity, and wherever this is not the case, it should be.

"There is no door shut in the face of the advertiser. He enters with equal facility the cottages of the poor and the palaces of the rich. He virtually directs what the nation shall eat, drink and wear, how it shall live and, in some instances, how it shall be buried.

"Appreciating this tremendous responsibility to the American nation this great army of advertising men and women, some years ago began to realize, with its growth, the necessity and importance of the study of advertising as well as the elevation of publicity from a plane smacking of quackery and fake methods to the plane of science.

"Today, gathered here in this goodly city of Omaha, the gateway to the great West, we have the greatest meeting of advertising men, embracing every legitimate line of publicity that the world has ever known, and the eyes of the buisness universe-especially the portion we term Our Country—have focused themselves on you and will read with interest the result of your deliberations.

NATIONAL IN SCOPE.

"For the first time in the history of this organization, it is today absoluely national in scope as well as in spirit. Today we welcome delegates from the splendid clubs of New England. New York city has sent able representatives to assist in our work. The clubs of the Pacific Coast, which are represented here will tell you of the work they are trying to do, and will carry back with them inspirations that will mean much for advertising in that glorious region of the Far West.

"You cannot begin to measure the zone of your influence.

"A few days ago I received a letter from far-off India, from an advertising man who had read one of my speeches. He asked me to put him on my mailing list and send to him whatever I could in the way of advertising literature concerning our organization.

"Last week a letter came to me from Samoa. This man had, at so late a date as only a few weeks before, received and read some publication containing the speech I made at the close of the Louisille convention a year ago.

A few days before I left home a letter along similar lines came to me from Odessa, Russia.

"It is certain that this gathering here will materially affect for good the advertising methods of the whole world. Here on this floor will appear the buyer to discuss advertising from his point of view. On the program we have some of our greatest editors, who will give us their viewpoint of advertising. The man engaged in the field of outdoor advertising, the novelty man and the man who neither buys nor sells advertising, but who reads it, will each have his say on this platform.

"As stated to you on a number of occasions during the past ten months, it is my ambition that this convention be a great educational institute, that there may be more advertising and that we may have better advertising. My hope is that the advertisements, whether they be on the billboard, the painted wall or printed page, may always be clean, truthful and honest. While I have little expectation of seeing the millenium, yet the wonderful advance along such lines, as shown in the past few years, leads me to believe that the greater proportion of advertising will soon be absolutely truthful and clean. Why shouldn't it be? It is the only kind that really pays in the end, and we advertising men are advertisers for profit."

Talks by Wisconsin Editors

INFLUENCE OF THE FOREIGN PRESS

HOW EDITOR SHOULD CARE FOR HEALTH—UNCLE SAM CRITICISED —SOME THOUGHTS OF THE PAST.

Ex-Lieut. Gov. Emil Baensch, Manitowoc, who arrived to address the Wisconsin Press Association after some of the members had begun to fear that he would not be able to attend, in discussing "The Americanizing Influence of the Foreign Press in America," declared that the German press now stood firmly for local option on the liquor question, "but," he added, "for units as small as possible." At the same time, he said, the German press of New England stood for home rule "to do as we darn please." He said that the Germans wanted to enjoy the benefits of local home rule; it was not a national question, he said, as there were some prohibitionists among the Germans; it was a custom they had always followed.

"The German press has brought sunshine to the social intercourse of America," he said. "It has brought the Christmas tree. It has brought appreciation for song and music. These are gifts to the American people. And it has received from the Americans energy, enterprise and grit.

"The conservation of natural resources is important, but the conservation of American citizens is more important. While we are watching the trees grow up, we should watch men and women grow up. While we are watching waterways, let us not forget the streams of immigration pouring into this country.

"To the immigrant the foreign press is philosopher, friend and guide, while to the American it is a barometer and an indicator and shows where immigrants settle."

He said there were 1,200 foreign papers in this country, printed in twenty-six languages. During the last ten years the number of Italian papers grew from thirty-five to seventy-six, most of which were in the East. The German papers number 659, showing a decrease from 727 in 1890. He pointed out that since the Kaiser's day, German immigration had fallen off, saying that "the decline of the foreign press is the best proof of its success. The foreign press is not here to stay. It teaches the immigrant, it moulds him into an American." Of the eighty-two papers in the United States over 100 years old, six are German.

During the colonial days, Mr. Baensch said, there was a controversy similar to the Bennet law controversy in 1890, during which "unfortunately," he observed parenthetically, "the Germans won out." The German immigration in 1848 helped the north to win the Civil War, he declared, and since that time the German influence had aided in winning the sound money fight.

The German press first used the cartoon, and Thomas Nast was the first to draw the G. O. P. Elephant. The Mergenthaler typesetting machine, he said, was another contribution the Germans made to modern American journalism.

EVERY EDITOR AS HIS OWN PHYSICIAN.

In his discussion of "The Editor as His Own Doctor," Adolph Candrian of the La Crosse *Nord Stern*, declared that primeval man had no need to study health matters because he lived a natural life and enjoyed natural health, pointing out that there is need for such study now, inasmuch as we moderns lead unnatural lives. He said in part:

"Rational health culture ought to be the fundamental consideration of every individual, for only in a sound body

J. M. Axtell, Sparta, Wis.

dwells a sound and untrammelled mind, and this appeals with peculiar force to the editor, not only for his own benefit, but as a leading cause of agitation among the people, for the modern newspaper is their daily Bible and their main source of practical inspiration and knowledge of current things. Hence the editor is, or ought to be, not only a mere newsmonger, but a leading educator of the people, by reason of his opportunity, his influence, his power. He commands their constant attention, he can sway them for good or for bad, but in nothing could he aid and elevate the people more fundamentally than by spreading the gospel of the science of life and health, for only strong and healthy people go to make a great and progressive nation.

LOOK AFTER OWN HEALTH.

"Allow me to express my firm belief that, if the American people awaken to the fact that no man's health is safe except in his own keeping, if they conclude to devote just a

fraction of the intelligence and the energy they bring to bear upon their business, the pursuit and culture of their health. the whole question will be gloriously solved, and the doctors must look to their laurels. The more the people will investigate health culture, the more they will discover it to be a very simple matter, and that art and science are wholly foreign to it.

"If you have a sore finger, an aching throat or a congested appendix, the trouble is really in the whole system and not in the supposedly offending parts. Nature cure relieves them by its simple applications, without a drop of medicine and without the cruel knife, and it completely restores the patient without maiming and without crippling him. Nature cure maintains that to cut off that sore finger, to remove the tonsils and to clip out that appendix would be proof of criminal incompetency, and that this sort of alleged healing by simply chopping off what you cannot cure could be performed by any educated butcher, but is unworthy of a so called celebrated surgeon.

"For over half a century it has been stoutly claimed that neither the white plague nor any other disease could be cured by drugs. Medical science has ridiculed this theory, and its countless specifics, anti toxins, serums and other glittering fallacies have come and gone, and millions of white plague victims have been experimented on into the grave. Nature cure maintains that only air, light, sun, proper nourishment and exercise will ever cure and check the white plague, and medical science at last has been brought to its knees and silently, sullenly bows to the verdict now accepted throughout the whole civilized world.

FEARS DOCTOR TRUST.

"In principle a national health bureau is all right, and viewed in this light it has gained the consent of the press. Even exPresident Roosevelt has recommended it, but later he has qualified his assent, and some of the great papers of the country like the New York *Herald,* the Los Angeles *Times* and others have discovered the nigger in the fence and are sounding the alarm. Behind the project stands the 'doctor trust,' represented in the American Medical Association, and its mighty lobby is moving heaven and earth to attain its purposes.

"As between the American Association and the newspapers, there is surely no love lost. Medical ethics prohibit advertising, and patent medicine publicity would also be strictly and completely excluded from the newspapers if the political doctors were to have full sway.

"Blessed be the day when every editor will be his own doctor, and an advocate of simple life and nature cure! It will mean not only a better life, a stronger life and a longer life for himself, but it will mean a happier, a more prosperous and an infinitely greater nation."

UNCLE SAM NOT POPULAR AS PRINTER.

J. M. Axtell, editor of the *Monroe County Republican,* Sparta, speaking on "The Benevolence of Uncle Sam as a Printer," scored the practice of the government in printing return cards on stamped envelopes without additional charge for the printing, to the loss of the country job printer.

He declared that the government discriminated between the big and small user of envelopes when it offered to print this card on envelopes when purchased in quantities of 500.

"If the printing business is to have government competition," he said. "I believe we should have it in every line, and if we are not to have it in other lines I believe the government should get out of the printing business at once except to supply its own needs.

"During the last week of the session of Congress just closed the Tou Velle bill passed the house, but I have been unable to find any record of any action on the bill in the senate. This bill is framed to stop the printing of the special request envelope by the government, but does not interfere with the present practice of the govrnmnt supplying plain stamped envelopes nor the envelopes with the name of the postoffice printed on them."

He also scored the war department's advertising for bids for work at Camp Robinson, the new military reservation near Sparta, by means of mimeographed notices, rather than advertising in the local papers, and the Postoffice Department's paying only 2 cents a name for "advertised" letters and trying to get all other kinds of departmental advertising free.

THE PAST AND THE PRESENT REVIEWED.

Yes, I know that they say comparisons are odious, but there are comparisons and ocmparisons. There are styles of them that look good, and it is well to make, and I like to make them. If a beautiful mother presents the family with a beautiful baby and it grows to womanhood and is as beautiful as her beautiful mother—in character, form and feature—is a comparison of the daughter with the mother the least bit odious? Of course not.

That, I may say, in passing, is not the kind of comparison I am about to make.

I have been looking back—back twenty-seven years—and how easy it is to see things that then were. I wish we might look ahead that length of time and see things as they will be in 1937. But we can't—some of us—and what's the use of wishing?

Looking back to 1883, I see a room not more than 14x14, in which an editor, two reporters, a proof reader, a business manager, one clerk, the latter acting as cashier as well as book-keeper, and one messenger.

Work? That is hardly the word needed in telling of their activity. They plunged into their tasks and kept plunging about sixteen hours a day; and they made a good many folks stop and take notice.

Please take a good, square look at that photograph.

Yesterday, after the Wisconsin Press people returned from that delightful excursion on a bay as beautiful as the one which smiles upon Naples, an outing generously tendered by the *Evening Wisconsin,* they made a late afternoon call, and I looked upon another and a quite different photograph, and compared the two.

Instead of one 14x14 room and seven plungers, it showed scores of rooms, some of them much more than 14x14, and instead of seven busy people in the one room there were nearly 150 busy men and women, and besides these, 1,800 other persons are employed as agents, carriers, newsboys, etc.

The old photograph showed a newspaper plant worth $500. The new photograph shows a newspaper plant worth $1,000,000, at least, a plant about as complete, from press room to upper floor as can be found in the great West.

It was a rare treat for the press people to survey the million dollar plant—to see papers made at the rate of 72,000 an hour—to look at a battalion of busy workers on the inside and a regiment of hustlers on the outside. That picture will long be familiar to them. Will they occasionally look upon the other, and make comparison—compare the Milwaukee *Journal* plant of 1883 with the Milwaukee *Journal* plant of 1910?

One shadow crossed my path while looking over the plant, yesterday. I didn't see good old Bob Howard reeling off copy as he did for the old plant. Business Manager Michael Krause wasn't there. Both are sleeping the sleep that even Big Ben cannot disturb.

But the editor who wrote on a second-hand pine table in the old plant is writing in an office that cost more than would pay for fifty such plants as he helped to operate twenty-seven years ago. He has earned the change by twenty-seven years of persistent, hard work, and if all of the toes he has stepped upon were assembled it would require a long freight train to transport them. I saw no happier editor yesterday than Mr. Nieman.

How a Newspaper Helped and Utilized a Sane Fourth

THE LAUREL ADVOCATE.

LAUREL, NEB., July 14, 1910.

Hon. B. B. Herbert, Chicago, Ill.

FRIEND HERBERT:—I send you by this mail pictures of the *Advocate's* automobile as it appeared in the parade here on the Fourth. The young ladies wore dresses and hats made entirely of *Advocates*. The young ladies scattered the enclosed card through the streets as we rode along in the

Alice Wendel Mary Frerichs Edna Sargent C. E. Nevin

Laurel, Neb., Advocate Helping to Celebrate a Sane Fourth

parade. They—the cards, as well as the young ladies—made a hit. Not a card could be found lying on the ground an hour after the parade was over; they had all been picked up. The picture was taken in front of my home after the exercises. Miss Wendel is a typo in the office, and the other young ladies were secured for the occasion.

Yours respectfully, C. E. NEVIN.

(THE CARD)

UNITED SOCIETY OF BUTTERS

MEMBERSHIP CARD

Not Transferable

This Certifies that .....

is entitled to BUTT IN at all conversations, whether public or private.

Bill Goat, President. Nan Goat, Secretary

Good until July 4, 1911

Pass Word on Other Side

That You are a Paid - Up Subscriber to THE LAUREL ADVOCATE

All the News for all the People all the Time

Dollar and Fifty Cents a Year

If you are not already a Subscriber to this Paper, you should send in your money at once

The Useful Citizen

SELDOM will there be found a more instructive, complete and truthful view of the worth and functions of the newspapers of a State than is contained in the following editorial that appeared in the Milwaukee *Journal* of July 7th, as a welcome to the members of the Fifty-seventh Annual Convention of the Wisconsin State Editorial Association:—

When Theodore Roosevelt was moved to pay a compliment to Jacob Riis, he said of him that he was New York's most useful citizen. If we were seeking merely to pay a compliment to the members of the Wisconsin Press Association who have gathered in Milwaukee for their annual meeting, we should borrow Mr. Roosevelt's phrase and apply it to them. For we know of no brief characterization of the country editors of Wisconsin that would be more fitting or just. We say this in face of the fact that every member of society who is engaged in productive work serves a useful purpose. None is so high as to be exalted far above his fellows and none so low that he should be crushed beneath the weight of their contempt.

In the life of the several communities from which they come, the editors of the country press play a part the importance and value if which are little realized by those they serve so faithfully. The country editor even is human and he is possessed of the frailties of mankind. He is fallible. But we doubut if a class of men has been produced by our civilization that possesses more of the virtues that men are taught to admire than is possessed by the editors of the country press. The fact that they manifest them in a homely, unpretentious and unobtrusive way does not impair their force, though it may obscure their presence. Of all the virtues upon which men place most stress is the virtue of courage. Is there a braver man in the community than the country editor? The merchant may fear to express his opinions lest it should result in a loss of trade. The lawyer, whose public spirit often is that of the attorney retained to appear in the citizen's garb and set up a special plea for the interest that has retained him, may hesitate. The clergy, grown timid in the face of conflicting interests, may seek safety in silence. But the country editor is called upon to come forward and give voice to his views. And he does not often shirk his responsibility.

It has been said of the church that even if its foundations should be swept away, it yet would fulfill an indispensable function as a social institution. Its priest is present with the family at marriage, at the christening, at the burial. He is associated with the tenderest and most sacred memories and ties of the family life. Where the church goes to minister, there the press goes to gladden or console. The country editor is the honored guest at the wedding feast. He rejoices at the birth of the children that come to brighten the family fireside, and he mourns with the afflicted when the heavy hand of death brings desolation to the hearthstone.

In the life of the community, no less than in the life of the family, the country editor has an intimate function. He is alert to its material advancement, its moral and intellectual uplifting. There are exceptions in every instance that prove the rule. We speak of the country editor as a class, but in face of the qualification that we hae made, we cannot recall a single case where a country editor, whatever his own personal conduct may have been, has conductedd his paper in a way to lower the moral standard of the community in which it is published. And we say this after reviewing an intimate acquaintance with the country newspapers of Wisconsin extending backward for more than a quarter of a century.

It is a remarkable thing, when one comes to think of it, that the press as an institution, with no restraint imposed upon it by a code of accepted professional ethics, with no penalties prescribed and to be inflicaed in event of unethical conduct, should hold to as high ideals as it does and avoid the baser uses to which it could be put.

This is as true of the press of the large cities as it is of the press of the smaller cities and villages—the press that has been generalized into "the country newspapers." We hear a great deal of the controlled and subsidized press—of suppressed news and the blighting effect of commercialism upon the integrity and independence of the press—but it is largely a fiction of generalization based upon isolated instances of fact or fancyy. There are newspapers in almost every large city that are owned by interests and employed with a view to serving their ends. There are party newspapers that permit their partisan zeal to outrun their sense of fairness. But that which is denounced as a suppression of the news is largely the exercise of editorial responsibility.

Every newspaper publisher and editor, be he in a small or large community, is forced to recognize his obligation and responsibility to the community. It weighs upon him as surely as the responsibility of office weighs upon our public servants and sobers the reckless to conservative action. Every bit of scandal and gossip that enters into a newspaper office should not be spewed upon the community. The suppression of news most often is a suppression of that which decency requires should be suppressed. Errors may be made, but it is infrequent that an injury is worked to the public through the exercise of the editorial function of censorship.

The newspaper, like every other institution, is undergoing a change. It cannot escape the process of evolution. To most of us the fact of change in itself is likely to seem a phase of degeneracy. It is human nature to look longingly to "the good old days." The "golden age" lies always in the past. But while the journalism of today does not give opportunity for the individuality of expression that characterized the personal journalism of a former day, the change has made for its independence rather than its subserviency.

Commercialism has made the newspaper that is published upon its merits independent of "backers" and party bosses. The merchant's concern, with all due regard for the gentlemen that are so excited over the censorship of the press by the department store of the city and the general store of the country community, is to sell his wares rather than to inflict his economic or political views upon the community. We are aware that selfish interests ever seek to influence, intimidate and control the utterances of the press when they come directly in conflict with the public over franchises, tariff privileges and like grants of governmental favor, but the fact remains that never before in its history has the press been freer and more indepnedent as an institution than it is at the present time. And it owes its independence to the very cause that is ascribed as the source of its undoing—commercialism.

What we have herein said is borne out by the newspapers of Wisconsin—both in Milwaukee and the state at large. We do not believe that the country editor is getting the material rewards that his services to the community warrant, but he is far better rewarded, far more prosperous, far more independent than he was a quarter of a century ago, when too often he was at the mercy of some political "boss" or "organization," both for material support and standing with his constituency. He no longer is dependent upon the "county printing." His newspaper is supported by its readers and advertisers upon its merits. The primary election law has wholly emancipated the country editor from the politicians. The day when a ticket could be named by a few "leaders" and the country editor whippped into line has passed. The country editor is in direct communication with the voters and if the politicians wish to address them they must consult him. He has ceased to be their creature. It is for him to command—for them to obey.

This discussion of the country press is a pleasant duty. For years we have been reading our country exchanges and forming opinions of, and accumulating admiration for, the country editor. We could go on discussing him and his opportunities and the service that he renders to his community and the state until there would be none left, we fear, to bear us company. But the country editor is with us today and now that we have him close at hand and cornered, we have been unable to resist the temptation to tell him precisely what we think of him. For any one that meets the country editor and is honored with his attention should count that day worth while. He may be sure that he has met a man that, like Othello, has rendered some service to the state.

Valuable Lessons from a Souvenir Edition

A SOUVENIR Number of the *Journal,* of Jamestown, Greene County, Ohio, issued July 22nd, contained many matters of historical interest and of instructive value to newspaper publishers. The *Journal* is edited by W. S. Galvin, who founded the first paper in Jamestown in 1870, but other duties required his attention and he did not return again to the full control of a newspaper until 1893, when he purchased the *Tribune,* of which he had for a time been editor, and to which the *Journal* is the successor. In 1900 the present manager, W. J. Galvin, took an interest with his father in the paper and the firm has remained the same until today, the business, as shown by the increased number of subscribers, has been enlarged fourfold in the ten-year period. The *Tribune* was consolidated with the Greene County Press in 1909, hence the new name. We frequently hear the complaint of too many newspapers, and in this as in many other cases the result has showed the wisdom of the combination. Of this, in his history of the *Journal,* the editor says:

"The expense of advertising in two papers when one would more thoroughly cover the field was an injustice to the advertiser, as well as double expense, cutting the value of advertising just in half, and therefore the consolidation came as a relief to local business circles.

"Since the consolidation the Greene County Journal has issued a better paper than either paper was before consolidation and at more expense and we believe the public generally appreciates the efforts we have put forth."

Competition may be the life of trade, but is frequently burdensome to a community and death to competitors. Col. Watrous intimated in his remarks before the Wisconsin Editorial Association, that too many newspapers had tended to lower the standard of the press in Wisconsin. It is a pretty general complaint that too many churches of too many creeds or denominations, agreeing in essentials and only disagreeing in traditions and non-essentials, have lowered very materially the pulpit.

Some of our politicians have undertaken to account for the high cost of living by the waste, in market men, grocers and merchants covering the same fields, with equal expenses in rents, interest, salesmen, solicitors, delivery men and teams, where one firm would serve the field more effectively. There is no doubt that they are in a measure right and that the people,

and all who serve them, will have to learn sooner or later, new lessons of co-operation in production and distribution or selling and buying. Newspaper men should be first to lead in the reform by example as well as precept. The "Souvenir Number" shows strength and prosperity and hence is a worthy object lesson in itself. It is printed in three eight-page sections and is well illustrated with halftone views of local officials and portraits of business and professional men. A cut of the "Journal Linotype" is given as an evidence of thrift and preparedness.

Home newspapers should never neglect the history of town and county. It is, frequently, wonderful how much thrilling interest in the way of local history and biography, crowds the pages of one of these special anniversary editions of a home newspaper. The history of the press and sketches of the lives of former local editors afford themes for a record of incidents, of struggles for worthy objects, of lives well lived and of accomplishments hardly attained that are both entertaining and instructive, and inspiring as well.

We cannot go into these things here, as exemplified by this issue of the *Journal,* however valuable they might prove, if set forth by way of suggestion, but here are some things of value to all newspaper publishers, whether in rural or metropolitan cities—we scarcely have any villages any more:

First there is a heart-to-heart talk with advertisers in which the purchasing ability of the people in the territory covered by the paper, is fully set forth. We reprint two paragraphs by way of example, for the same method of statement can be followed by papers covering a field of ten thousand or of ten million population:

"Jamestown is the center of one of the richest agricultural sections in Ohio, that is dotted with well kept-up farms that are profit-makers for both farmer-owners and tenants.

"The population of this territory is very conservatively estimated at 10,000 people, all within ten miles of Jamestown. There are 250 square miles of trading territory adjoining the city. The Jamestown post-office alone serves 5,500 people and the five rural routes reach out in all directions."

Then follow statements showing how thoroughly, directly and almost exclusively, as a home paper, the *Journal* covers the territory and population, and interests them with a full home news service, and, then, an offer of broadest possible proof of circulation to advertisers:

"Every advertiser in the Greene County Journal has the privilege at any time and IS WELCOME to examine the paper stock bills, the postoffice receipts for papers mailed, or to count the number of papers as they are printed and mailed. This is real PROOF."

Then follows an article with regard to

THE JOURNAL JOB DEPARTMENT.

"An important feature of any country newspaper plant is the job printing department. The *Greene County Journal* has one of the largest job printing departments in Greene County and is always adding to its equipment the latest type and improved machinery.

Large jobs that in years past were impossible in country offices are now handled quickly by the *Journal.*. For instance, the Bargdill and Adams store bills, long familiar to the residents on acount of their long period of issue announcing the semiannual sales, are now handled in the Journal office in a day and a fraction, whereas they were heretofore held up as much as a week before they were sent out to the public.

The equipment is described:

"This large equipment is interesting to the merchant who desires prompt and effective work, and the day of small country offices which consist of only a few fonts of type and an "army" press is consigned to the past.

"The Journal employs competent workmen who are paid living wages and they are skilful and prompt in turning out the job printing. Our prices are generally lower than the competing printers, or at least as low while our motto for many years has been "We print to please."

TO PRODUCE A GOOD PAPER MEANS WORK.

"While the country paper today is not in the metropolitan class by any means, issuing dozens of editions each day, investigation will show just as much newspaper enterprise in these comparatively small offices as in the cities. The only difference is that the field is larger. The average country newspaper man can step into the city office, and with a little preliminary instruction regarding local conditions, go out and make good in a few hours."

THE EDITOR.

Of the editor, a prominent citizen who knew him as the first editor of the place, has the following to say and in it may be ascertained some of the elements that have contributed to the success of the paper:

W. S. GALVIN—BY ONE WHO KNEW HIM.

"We are asked to supply the text for the picture of Jamestown's first editor, and founder of the Echo, Jamestown's first newspaper.

"We are not writing his obituary, and will not state when he was born, which may have been 64 years ago. It is within our province to speak of him only as the editor of a newspaper.

"The Echo published in 1870, made a great hit. It was different from the papers of the day. There was nothing hum-drum about it. Every item was sprightly. That peculiar "nub" and flavor that strikes the reader's fancy, was always present.

"Mr. Galvin is versatile in his writings. A racy paragrapher, he can make his point in a line or two. His style is unique and all his own. Wit, humor, and pathos are ever at his command, and he indulges them as occasion requires.

"His humorous sarcasm is most trenchant and bites hard. It is all smooth and entertaining to the reader, but to the victim it is gall and wormwood. He never employs this style without sufficient provocation.

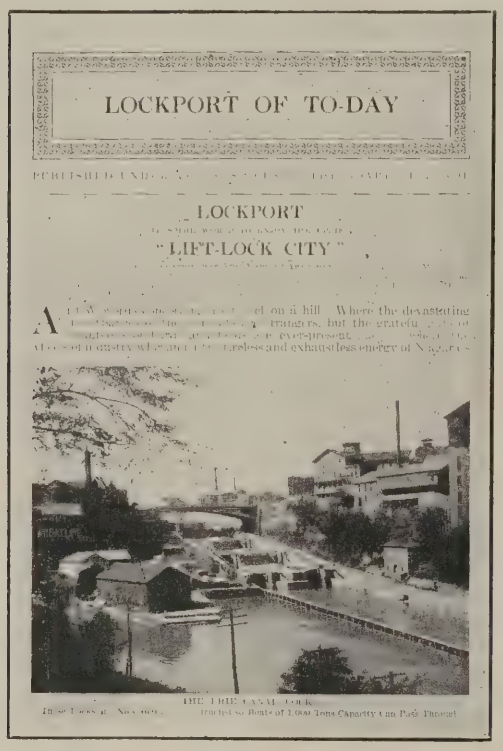
"He is no imitator, and he has it in for shams. False pretenses, no matter in what circles, are to him an abomination and on a par with the unpardonable sin. He admires candor, and steers shy of persons who attempt double duty by carrying water on both shoulders.

"He is a town booster, and delights to recite the advancement of boys who have left Jamestown and made good. Without envy, it pleases him to hear of the sucess of others, for he believes the maximum of happiness is with those who honestly succeed.

"But the community has long known him, and have taken his paper for many years. And it is only a souvenir edition that could obtain his consent for a place in his paper for these remarks about his editorial personality. And it may be they will find a place in his gaping waste basket. The writer will wait and see."

(Continued from 583)

I have had a number of things to say at different times about literature which is sent out to boom various cities, but I do not believe too great emphasis can be put on the need of having this matter of the very highest order. I have before me a little booklet

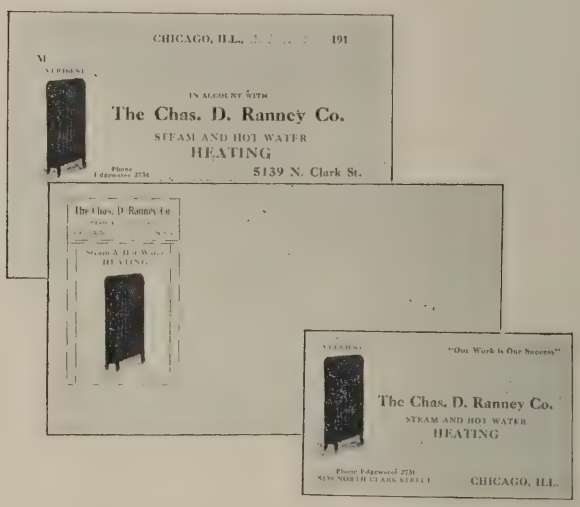


telling the advantages and attractions of Lockport, N. Y., and telling them so attractively that one is inclined to call up the railway station and ask when the next train leaves for Lockport. And much of this is due to the printer. He has failed to put his imprint on it, but I strongly suspect the Matthews-Northrup Works of Buffalo.

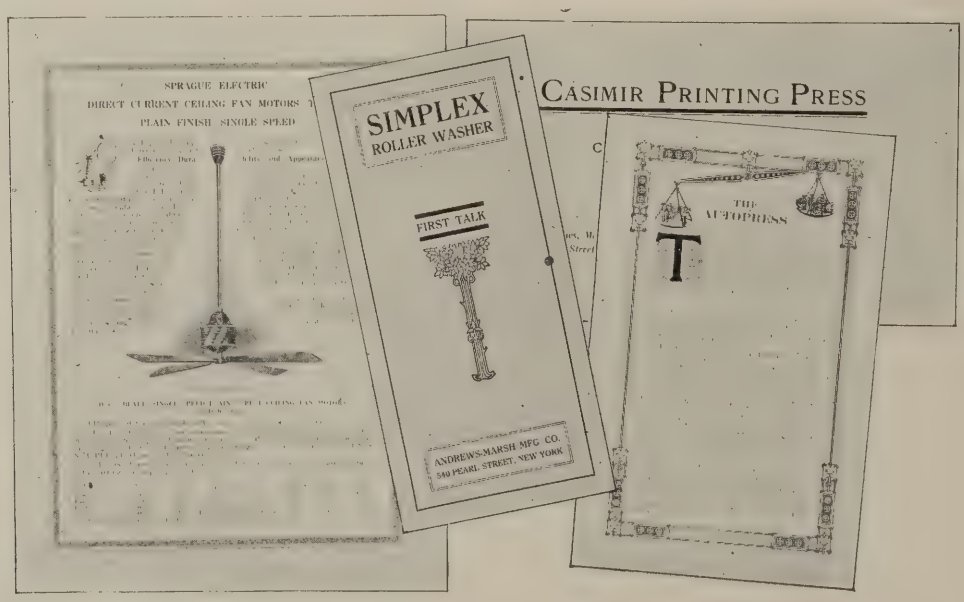
Newspaper Enterprise as to News of Direct Interest to Readers

ONE thing a newspaper publisher should ever keep in mind is that when news is to be secured that will be of special and direct interest to readers of the paper, especially if it be a direct money interest, there is scarcely any limit of effort and expenditure, within reason, that will not be justified. News of general interest can be waited for through the regular channels, but that which affects, especially, a paper's constituency is different.

The *Spokesman-Review* of Spokane, Wash., recently gave a splendid illustration of the proper appreciation of this and afforded a striking instance of that enterprise which has placed the paper in front rank among the best dailies of the Nation. The whole city and surrounding regions were deeply interested in the Spokane railroad freight rate case that had been pending before the Commission in Washington—the prosperity of all depending, to a very large degree, on equitable and fair rates of freight on merchandise. On



By John W. Roper, Chicago (see page 581)



Excerpts from some attractive trade literature

the forenoon of June 29th, the findings and conclusions were announced in Washington and at three o'clock the next morning had been edlivered by special wires to the *Spokesman-Review* in 32,918 words, all mathematical. It was a feat accomplished under difficulties and never before or since equalled in telegraphy. The story is well worth reading, recording and remembering, as showing that nothing is impossible to the up-to-date modern newspaper when it comes to securing and giving live news. From the *Spokesman-Review* of July 2nd, we take the following as to this accomplishment:—

The commodity list made a total of 23,798 tabulated figures and its transmission at lighting speed across the continent is the greatest achievement in sending and receiving mathematical matter in the history of telegraphy, according to information from the Western Union.

The *Spokesman-Review* is the first and only newspaper in the world to undertake such a stupendous task of complete and conclusive reporting by wire or otherwise.

The telegraph companies accepted the unique order without hesitancy, and the story of how it was carried out so successfully is electric with the thrill of enterprise and organization that outstrips the sun in his march around the world.

MESSAGE SANG ALONG MEXICAN BORDER.

By the clock this huge and exceedingly difficult message was delivered to The Spokesman-Review two hours before it was relayed out of Chicago on the last leap of its westward flight.

In addition to the commodity to the list of figures, 9,120 words of the interstate commerce commission's conclusions, which came over the Postal, had to swing down along the Mexican border, and thence north through San Francisco to Spokane. The total magnitude of the two messages is 32,918 words.

As the *Spokesman-Review* was the first newspaepr in the nation to recognize the importance to just freight rates to Spokane and the Inland Empire, so it was foremost in recognizing the vital value of representing the entire official readjustment of those rates to every consumer and dealer in this territory, regardless of expense, the moment the long battle had been won.

As soon as the sweeping character of the decision was known here, the *Spokesman-Review* demanded of its Washington correspondent every detail by wire. The printed rate lists and decision were filed at the Western Union and Postal offices in Washington immediately upon receipt of instructions from Spokane and poured into Chicago over the wilderness of wires stretching between the two great centers of national information.

FIFTEEN MINUTES TO GET BUSY.

The Western Union office in Spokane had 15 minutes' notice of what to expect from Chicago. Night Chief G. W. Brady assigned A. D. Campbell, R. R. Houston, C. G. Wirick and J. R. Caples, five of the best operators in the business, to receive from the five direct wires that had been cleared out of Chicago to carry the *Spokesman-Review* special.

Figures and names began to pour into the Spokane office direct from Chicago at 10 p. m., Spokane time. Under the system hurriedly adopted to meet a unique situation the commodities were taken in alphabetical order and the list under that letter ran clear through the wire it started on.

At 3:30 in the morning here the last wire had closed. The gigantic task was finished.

The Postal put its approximately 10,000 words on four wires at Washington, D. C., at 5 p. m., Spokane time. It was hurled into Chicago and started west from there at 6 p. m.

SPECIAL ROUTE FOR SPOKESMAN-REVIEW.

The Postal had waited until 6 o'clock in the hope of having more clear wires west by that time, but only a single direct wire was found available. The Chicago office glanced over the United States, telegraphically speaking, and then orders went shooting out to couple a direct service from Chicago to Omaha, from there south throguh Colorado, New Mexico, Arizona, California, Oregon and Washington, a wire distance of 6500 miles.

Two Spokane Postal operators, Frank Coyle and A. P. Price, did the work at this end. An hour was lost on the first wire by trouble between Spokane and Salt Lake City, but the message had been received in this city by midnight. It is the bigest special story handled by the Postal office in Spokane with the exception of the first commodity decision rendered by the commision and forwarded by wire to The *Spokesman-Review* at that time.

The Postal's special southwest wire used by the *Spokesman-Review* is the longest ever used for a message of that length. Service over this immense stretch was slower than usual on special wires because of the varying climates through which the message flashed. The wires and current are sensitive to temperature changes.

The order of the *Spokesman-Review,* however, through the triumph of telegraphy, was sufficient to overcome the handicap of distance or atmospheric conditions in the vast expanse of earth that lies between the Pacific and the Atlantic.

* * *

The Northern Indiana Editorial Association.

The annual meeting of the Northern Indiana Editorial Association was held July 21 and 22 at Lake Wawasee.

James E. McDonald of the Ligonier *Banner,* president of the association called the meeting to order. In the absence of the secretary, R. D. Willis, of the Waterloo *Press,* A. D. Moffett, of the Elwood *Daily Record* was chosen to fill the vacancy.

A buisness session was held the afternoon of the 21st, and a banquet at night at the Wawasee Inn attended by about 150 people.

The following officers were elected for the following year:

President—A. D. MOFFETT, Elwood *Record.*

First Vice President—S. E. BOYES Plymouth *Chronicle.*

Second Vice President—F. B. LEIGHTY, St. Joe *News.*

Treasurer—G. N. MURRY, Nappanee *News.*

Secretary—J. A. BEANE, Goshen *Democrat.*

Executive Committee— C. R. Trowbridge, Mishawaka; John B. Stoll, South Bend; Harry B. Darling, Laporte.

Mishawaka was chosen as the place to hold the next meeting.

The President was empowered to appoint the delegates to the National Editorial Association.

* * * *

Band Concerts for Children

Along the lines of keeping close to the people, in their minds and hearts; rendering service in their daily lives and adding to their pleasures, the Mansfield, Ohio, *News* is giving free brass band concerts during the summer, one each week on Wednesday evening in each of the ten school parks of the city. W. S. Cappeller, principal owner and manager of the *News,* says the concerts are wonderfully popular with the women and children and are better subscription getters for a good newspaper than premiums or popularity contests.

Internatienal Association of Photo-Engravers

AS we have had occasion to remark, by way of illustration in an editorial this month, the convention of the International Association of Photo-engravers, held at Buffalo, N. Y., June 27, 28, this year, was one of the most successful in the history of the organization. We are pleased to be able to give a group picture from photograph, by the photo-engraving process, of this splendid body of progressive men, who have done so much for the cause of attractive illustration and, indirectly, for the advance of the graphic arts and newspaper-making in all sections of our country. There were one hundred and twenty-four delegates present. The reports of the President, Secretary and Treasurer were full of interest and showed a most satisfactory condition of progress and up-building.

One of the first of the many practical addresses was on "Cost Keeping" as applied to the photo-engraving business, by Mr. W. L. Denham, of Minneapolis, Minn. He was endorsed as to the methods, which were elaborately shown by stereopticon slides, by Messrs. Buckbee and Mears, leading Photo-engravers of St. Paul and Minneapolis, who had adopted and tested the system. It was the testimoy of these gentlemen, that the introduction of the system of "Cost-Keeping" had revealed the startling fact that they had been losing money on one-half of the work that they turned out. This matter of correct cost is of equal value to engravers and to the users of engraving. No business is well founded that does not rest on the actual cost of the products used. For this reason, we have had occasion, from time to time, in the interest of our readers, to call attention to the efforts put forth, the past several years, by Mr. Geo. H. Benedict of the Globe Engraving and Electrotyping Company, to develop a correct basis of cost, and the system that he has devised to that end. At this convention, he had charts showing, by convincing diagrams and figures, the cost of halftones from the small or minimum sizes up to the largest cuts made. We have previously given the facts, he has deduced, and have shown heretofore the unfairness and the very unsatisfactory practice of any craftsman losing on part of his products to make up the deficit on another part. Some of the leading engravers who previously, from inattention or prejudice, had failed to comprehend the facts, figures and system as heretofore presented by Mr. Benedict, reached a full and satisfactory understanding this year and declared, privately at least—as there was not time for discussion at the time the matter was gone over—that he was absolutely right in his figures and correct in his deductions and in the methods of reaching the results in ascertaining of actual, desired costs of the different sizes of plates.

S. H. Horgan, Editor of the Process Department of the *Inland Printer*, presented a very valuable paper on the topic: "The Future of Photo-engraving." The following from this address will be of concern and value and profitably entertaining to our readers, who have interests that are helped by and are closely allied with the work of the engravers, besides they are in the same boat with the engravers as to large services rendered to others without being sufficiently awake to, and mindful of, the required rewards for their own prosperity:

Our industry is one which has been one of the principle factors in the spread of intelligence and of civilization; which has been the means of advertising all lines of business and making the fortunes of others. Is it not time that we awaken to the propriety of keeping some of the rewards of our business for ourselves?

Fortunes for Others in Process Work.—No statistics will be inflicted on you. For it has been said: There are three kinds of liars—the ordinary, every-day liar, the accomplisched liar and the statistician. Every one knows that with the increase of illustrations all literature has been so popularized, from the daily newspaper to the edition de luxe of a book, as to have brought immense fortunes to publishers, while the process man contributes his time, talents, industry and fortune itself, to become a further tool to the power that is getting richer at his expense.

It would take hours to tell how some of these great institutions have profited by photo-engraving, A couple of examples will suffice:

In 1883 Mr. Joseph Pulitzer got control of the New York *World* and strugled along with it until March 12, 1884, when he startled newspaper publishers everywhere by producing on that Sunday a page of type illuminated with crude single column cuts. The result was almost instantaneous. The edition was speedily sold out, and from that day Mr. Pulitzer's fortune was assured. From a man overwhelmed with debts, on the day he began to use cuts, it is now said that his income is $1,500,000 a year. He published a chart later to show the rapid growth in the circulation of the *World*, and the line of increase shot upward from that March 12, 1884. His success with cuts taught all other papers that if they wished to fill a popular demand and increase their circulations they must use *our* work.

Another New York exhibit is that of the magazine proprietor who had trouble in getting Photo-engravers to extend him credit for the illustrations he needed, and is now so rich that he has purchased papers in several cities and expects to have a chai nof them at an expenditure of possibly $100,000,000.

Photo-Engravers are Played One Against the Other.—It might be asked why it is that these great book, magazine and periodical publishers do not install their own engraving plants? Before process engraving came into use they employed their own wood engravers. Why the change? The answer is: Because they found that owing to the unbusiness-like rivalry which actuates photo-engravers, they can play one engraving firm against another, as they cannot do in buying paper, electrotypes or press work. Thus do they get their engraving done for less than the process engraver can produce it for.

If we had time to review the prpogress of process work we would find that it has in the past not only filled the actual wants of the publishers, who have made fortunes by it, but it is our brains that has interpreted needs, which created demands, thus inaugurating many new lines of business. We would find that it has kept years in advance of the press builder, inkmaker and paper mills, who have also fattened on it.

If "Photo-engravers are played one against the other," so most certainly have and are the newspaper men and printers, though there is of late a decided improvement coming toward friendly, mutual understanding and consideration and a better comprehension of the costs of production and how to ascertain the same.

Edward G. Pringle of R. Hoe & Co., gave many instructive facts and suggestions in his talk as to "Points About the Offset Press, which should be Understood by Photo-engravers." The "Offset Press"

is commanding pretty general attention at present and the possibilities of artistic and rapid work are yet only fully appreciated.

John Clyde Oswald, who as a publisher of a paper for printers, ought to know all about the difficulties of creating and securing business and the ways of mastering these, gave an entertaining talk on the topic, "Creating New Business." It is something that newspaper men as well as engravers and printers should understand. It is much more satisfactory to create new, profitable business than to take business at a loss away from competitors.

is a mighty good idea for the members of all callings to consider all new devices, machinery and systems at their conventions, that their merits may be understood and their defects pointed out.

The following officers were re-elected for the ensuing year:

Officers.—H. C. C. Stiles, President, the Maurice Joyce Engraving Company, Washington, D. C.; T. Heath, Vice-president, Electric City Engraving Company, Buffalo, N. Y.; Geo. Brigden, Secretary, the Toronto Engraving Co., Limited, Toronto, Canada; John C. Bragdon, Treasurer, John C. Bragdon, Pittsburg, Pa.

Engraved from Photo by the Globe Engraving and Electrotyping Co., Chicago, Ill.

Delegates to the Fourteenth Annual Convention of the International Association of Photo-Engravers, Buffalo, N. Y., June 27, 28 and 29, 1910.

"The Co-operative Plan for Fire Insurance" that has been explained during the past three years or more before many conventions of printers and newspaper men, was ably presented by Arthur J. Ferris, Secretary and Treasurer of the Graphic Arts Mutual Fire Insurance Co.

"Saving Silver Waste" was a practical subject of economic interest to the engravers. W. E. Baldwin, of Chemical Works of M. Ames, Glens Fall, N. Y., who handled the theme, claimed that engravers waste 60 per cent and only use 40 per cent of their silver. "Waste" is a subject that should receive more careful attention in all our establishments, and how it occurs and how to prevent are questions worthy of discussions.

"The Hutt Patent Automatic Halftone System" was presented by Adolph Benevy of New York. It

Executive Committee.—Geo. H. Benedict, Globe Engraving and Electrotype Co., Chicago, Ill.; L. F. Eaton, Peninsular Engraving Co., Detroit, Mich.; H. A. Gatchell, Gatchell & Manning, Philadelphia, Pa.; Frank H. Clark, Eclipse Engraving & Electrotype Co., Cleveland, Ohio; Geo. Meinhausen, Clegg, Goeser, McFee & Company, Cincinnati, Ohio.

In addition to re-electing H. C. C. Stiles President, by unanimous vote, the members surprised him with the presentation of a rich silver service that in actual money cost ran up into several hundred dollars, but bevond estimate in sentimental value to President Stiles, as an expresssion of goodwill on the part of his fellow members and co-workers. Kind, generous words accomppanied the presentation and President Stiles replied with feeling, earnest expressions, of thanks, though his emotioons did somewhat interfere with the easy flow of speech.

Twenty Successful Years

Man is distinguished from all the rest of the animal creation in the keeping record of time, counting the hours, days and the years, and speculating on eternity. Humans have a respect for anniversaries—days marking the rounding of the years and great events. It is well, for thereby comes occasion and opportunity for retrospect, for studying the lessons of the past, measuring progress and forecasting the future. Newspapers do well to make note of the completing of cycles of time and to take into consideration and confidence, on these occasions, the people served and whose doings the paper has recorded. In harmony with this idea, that quite wisely and broadly prevails among the members of this calling. J. F. Grawe of the Bremer County, Iowa, *Independent,* makes note, in his issue of July 14th, of the completing of twenty years as editor and publisher of the *Independent.* He acknowledges that the years have been "strenuously busy," but rejoices that while he has been weary many times, he has "seen more happy hours than tired hours." This is probably the cases with all of us, but we are sometimes inclined to dwell on the weariness and the worry to the forgetting of the joys that come in our work. What is possibly of more interest to the hard-worked members of the calling, are the principles and the methods throguh wihch constant progress has been made and how his constituents are interested in, and benefited by, the recounting of the attainments of the two decades and the forecasting the future. As showing the principles adhered to, and believed in, the "Good Morning," or salutatory, published twenty years ago, is reprinted and the newspaper creed contained therein is of a kind that deserves remembering and will not hurt by repetition. It will be found more general in its adoption today among editors and publishers, than was the case a score of years ago among the makers of journals for both the great parties. Here it is in part:

"What little politics the paper will have will be Republican, but the *Independent* will not follow the party flag without the approval of its own conscience. The *Independent* will be Republican so far as that party is the champion of measures which in our judgment are in harmony with the welfare of the people. It will help to fight the battles of the party only so far as the party stands by the massess of the American people and aims to advance their cause. It will condemn sins of its own party the same as when found in any other party. The *Independent* will not cover up the misdeeds and shortcomings of politicians. It will never knowingly be the organ of any scheme calculated to advance the interests of any person or combination at the expense of the people. It will not be backward to attack any public abuse or wrong-doing, even though it be intrenched in wealth and influence."

In this conscientious independence lies largely the usefulness, the worthy, permanent success and influence of a newspaper, besides bringing the highest feelings of self-respect, confidence, complaisance, satisfaction and pleasure to the editor. It places the calling, in all that is satisfying and gratifying, far above that of holding a political office, however high, to attain which one must become subservient to others, most of whom are known to be unworthy. Many a good man, possessed of ability, power, influence and entire worthiness, is sought out, put forward and elected to office by designing, dishonorable tricksters, who could win no position for themselves from the people, but who expect to put the good man under such obligations as to make it almost impossible for him to refuse them places, control and leadership. The independent newspaper suffers no such degradation.

The twenty years of this *Independent,* at Waverly, Iowa, founded on such priciples, has shown constant progress by reason of wise business policy as well. This included the adding of new type and equipment and keeping up with the times in the purchase of machinery, and in giving the news—the local and the neighborhood. The reports from the different points, by correspondents, are numerous, of proper character and complete. The editor relying on what has been shown by every issue of the *Independent,* does "not feel called upon to make any promises for the future," only cherishing the hope of being "able to say and do something occasionally that may be helpful to readers and that will lead them to think good thoughts." This desire for usefulness, and for a beneficial and uplifting influence, is the strength of every home paper that succeeds. Along the line of usefulness, with the recognition of the fact that paper's supporters, subscribers and advertisers, and all the people rightly have a share in the occasion of retrospection, the *Independent* gives a brief review of the conditions twenty years ago and now, and enumerates the firms then in business, following with mention of the changes and advances that they have made. The advance and increase in public improvements and public buildings are shown, and have been gratifyingly great and numerous, and business establishments have flourished and increased wonderfully, but here are some facts enumerated that, in spite of the traditions of the changes in the poverty of the press, show that newspaper-making has become among the most permanent and unchangeable as to ownership, among the callings of men in this land of newspaper readers and advertisers and of the free and independent press. The editor says, and the way of saying is evidence of the new spirit of fraternity and goodwill among members of this calling:

"W. H. Tyrrell of the *Republican* and C. W. Miller of the *Democrat* are still our competitors in the newspaper business and we have neighbored with them nicely during the past twenty years."

This is followed by the statement that only one lawyer and not one doctor of twenty years ago is now practicing in Waverly. If editors will go over the names of the business firms and of the professional men in their counties or states, they will find, probably to their surprise, that there have been for the last quarter of a century fewer changes, fewer failures and fewer deaths among newspaper publishers and editors than among the members of any other business or calling. This probably would not prove true in Alaska nor in the other territories, or to the very newest States, but we believe it will hold in any State except Nevada that has been in the Union twenty-five years.

* * * *

Leads in Auto and Machinery Purchases

J. V. Peatty, editor of the Crystal Lake Ill., *Herald,* is the first McHenry county editor to invest in an automobile. Much of his spare time since has been devoted to auto trips to various places. In either the field of bying up-to-date machinery for his printing office or investing in the latest devices for comfort, Editor Beatty is always in the van and he sets a pace other publishers of *weekly papers* have a hard time to keep up with.

The Press is Not a Jumping Jack.

Every publisher ought to read Editor McKinstry's address, before the New York Editorial Asssociation, appearing elsewhere in this issue. It shows, as other articles, this month, also show, the true character, standing and influence today, of the American press, that, instead of losing, has signally gained in independence and power. The great mass of newspapers in this country are no longer "jumping jacks" to move only as politicians, bosses or business men pull the strings. There are men who may be rightly so named, who have no initiative, judgment or will of their own, but comparatively few such men remain long in the newspaper business or profession. The newspaper, by its very nature, requires rapid action and quick decisions—the passing of judgments, on the instant, a hundred times a day or a week as to what shall be printed or shall be omitted—not in the interest of one man or class of men, of one clique, corporation, policy or party, but in the interest and for the welfare, full information and enlightenment of the whole people. A paper is not of any value to advertisers, to the advancement of any cause, to the promotion of any man's candidacy for office, or to the success of any organization asking the support or suffrages of its readers, without it first has readers—and the more readers the more valuable—who take and read the paper because of their conviction that it is serving them honestly, truthfully, loyally without fear or favor with both news and opinions. There are too many papers for any one paper to deceive the people, who today read both sides without prejudice. When newspapers were few and no one took more than his party paper and that often from a deep conviction, or sense of duty, to support the cause in which he believed, it was possible to have the partizan organ still exist and yet obey only the strings that were pulled by the political manipulators. The same principle also applied to then existing monopoly of labor represented by slavery. Now, no poltical party, no monopoly, no special interest, no individual or political boss can get the exclusive hearing of any great number of newspaper readers. Every one wants to read the other side as well, and the modern newspaper publisher gives both sides wisely, honestly and without prejudice, for if he does not so give or publish the whole news, he is quickly exposed, berated, put to open shame and contumely, and driven out of business through the delinquency of his subscription list—the loss of his subscribers, for the lack of enterprise and fairness and because he does not give the entire news, without fear or prejudice, for which each and every subscriber takes and pays for and reads the paper. The people support the newspapers and only their support is worth while.

* * *

"Ad Work and the Linotype Way."

Under the above caption, which is as appropriate as it is catchy—considering the object and all that is shown—the Mergenthaler Linotype Company recently sent out a twelve-page newspaper, with the view of illustrating the wonderful possibilities of the Linotype in ad composition. The paper contains eight full-page and one double-page department store advertisements, each advertisement furnished from representative newspapers in different parts of the country; the Boston *Post,* the Brooklyn *Eagle,* the Indianapolis *News,* the *Courier Journal,* the Kansas City *Star,* Buffalo *Evening Times,* the Houston *Post,* the Los Angeles *Times,* and the Sunday *Oregonian.* It affords a wonderfully impressive and effective object lesson. On the first page are printed the signed statements with the portrait of either the foreman or superintendent of each of the dailies represented in the unique symposium of big advertisements taken from their respective publications. The advertisements are models and were all set on the Linotype with th exception of the large displayed lines which are indicated by white cancellation marks. The statements made by the superintendents and foremen, respectively, are interetsting and instructive and should prove valuable to other operators in the setting and handling ads on and from the Linotype. The sizes and styles of type used are given as, for illustration, the Superintendent of the Houston *Post,* Mr. Geo. F. Eberle, says: "The faces used are 8 point No. 2 with Gothic No. 3, 10 point Old Style with Antique No. 1, and 18 point Cheltenham Bold advertising figures. * * * * The use of the advertising figure attachment has enabled us to do away with two hours' overtime of eleven men every Friday afternoon, and I find that in make-up one man now does the work of three. Furthermore, the ads show up fully as well as when set by hand and time and trouble of distribution is eliminated."

E. H. Merchant, superintendent of the Boston *Post,* says: "When a side-head was set in assembler, the operator looked at the indicator to see how many ems it measured, so as to know the length of the dash line for underscore.

The operator delivered matter to ad. room just as it appears in paper, thus eliminating all cutting of slugs either for underscore rule or large prices. This is a great time-saver and prevents any possibility of trouble caused by type figures dropping and getting transposed while making up, which heretofore has created considerable annoyance and expense in all composing rooms.

Another good feature of these large overhang figures on the machine is that when setting a page or double page ad. containing a great many prices, no time is wasted hunting for sorts, as is generally the case where foundry type is used. The 2 point black rule between items was also cast on the Linotype.

The benefit to the advertiser in having new type in every ad. is at once apparent, as it has much cleaner and better appearance. He is also enabled to get his proofs quicker, and editions can be caught which otherwise would be impossible.

In my opinion, the overhang figure is the second greatest improvement made on the Linotype for ad. work—the first being the double magazine machine. Our Linotype equipment consists of nineteen machines—eight of which are double deckers. Six of the latter are provided with the overhang figure attachment."

Every one who has not been supplied should secure and make a study of a copy of "Ad Work and the Linotype Way."

On the last page of the paper a sample advertisement, full-page size, is given, in which "every word and every figure was composed on the Linotype, and every rule, border and slug used was cast on the Linotype. The only handwork employed was on the make-up." It is an immense advertisement with a great amount of solid matter with hundreds of prices given. There were used in its composition four head letter faces, running from 12 to 62 point, fourteen faces of advertising figures running from 10 to 24 point, five body faces running from 5½ to 12 point, and three different display faces of 12 and 14 point. It is, withal, a pleasingly, harmonious, artistic and forceful advertisement. Of course it was entirely without illustrations or cuts. The immense variety of sizes and styles of faces shown in the advertisement, with unity in effect and good taste throughout, is a wonder in the field of ad composition accomplishment.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

$240 IN PRIZES TO PRINTERS.

As a contribution to the growing movement for the better technical education of the printer, the American Type Founders Company offers a series of cash awards in a prize letterhead competition, open to all, except employes of the type company. The prizes are one each of $50, $40, $30, $25, $20, $15, $10 and ten of $5. The competition closes September 1, 1910, and the prize winner will be announced in the October issue of the *American Bulletin*. Full particulars may be had by addressing Competition Department, American Type Founders Company, 300 Communipaw Avenue, Jersey City, N. J.

DO NOT STEREOTYPE?

So advises one of our advertisers, 2nd page cover, unless you are sure that it will increase your profits. This seems to be unnecessary advice, but our friends go on to further advise against the use of amateur stereotyping outfits. Now, primarily, the main thing in stereotyping is to cast in an accurate mould (or casting box), one which will not twist and get inaccurate under great heat. If one has an inaccurate casting box, all the stereotyping skill on earth will not result in a good printing plate. You can not cheapen the quality of a casting box without destroying the printing quality of the plates cast in it. It is not only that the cheapened box is too light, but that the manpfacturers do not know how to construct it so that one strain will counteract another. Another point is the selection of the suitable metals and mixtures thereof. We know of many who have given up stereotyping in despair of getting good printing plates, and in every instance they have attempted the impossible with the promise-all and perform-little amateur outfits. You could search a thousand plants in which stereotyping is done by practical stereotypers and never find a dollar's worth of machinery made by these amateur makers of amateur outfits. It is, therefore, encouraging to us to find that a concern of the eminence in stereotyping invention and manufacture of the F. Wesel Manufacturing Company has put a practicable moderate-priced stereotyping apparatus and outfit on the market. Wesel has built casting boxes and other apparatus for the great plate selling concerns, such as the American Press Association, and for the biggest daily papers and for the professional stereotypers everywhere, and his company is the first of the great plate machinery makers to make a combination apparatus. In all matters relating to plate-making, Wesel is a leader, whether the plates be stereo, electro, or process engraved. It is the part of wisdom to consult with Wesel before purchasing any plate-making machinery.

The Simplex Newspaper Press, which is manufactured in Atlanta, Ga., was first introduced to the publishers of that section. That it completely meets the requirements of the country newspaper publisher is proven by the experience had in that section. Mr. W. E. Atkinson, publisher of the Dallas (Ga.) Journal, states that "the money invested in the Simplex Press is far more satisfactory than in many presses sold at twice the cost or expense." This same opinion has been expressed by other publishers who are now using the Simplex and who formerly used drum cylinder presses costing two and three times as much to install.

The sale of the Simplex Press is made exclusively through the Keystone Type Foundry. Information may be obtained by addressing any of their houses located at Philadelphia, New York, Atlanta, Detroit, Chicago or San Francisco.

Meet Us At Enid
MAY 20TH 21ST 1910
OKLAHOMA STATE EDITORIAL CONVENTION.
ENID, OKLA.
K.C.
The Kansas City Bunch
OF SUPPLY HOUSE REPRESENTATIVES WILL FURNISH ALL YOUR NEEDS IN PAPER, TYPE, PRESSES, INKS, ROLLERS AND ENGRAVING.

An Unique Advertising Design

From Hills Print Shop, Hal Marchbank, Manager, 505 Pearl St., N. Y., comes a substantial little volume on linen paper, in cloth covers, devoted to the description and exploitation of the Turbo-Humidifier, which is a simple device for producing artificial humidity in textile and other factories and shops where increased humidity of the air is desired. Some facts presented are of general interest to all manufacturers and indoor workers, among these are the following: "Proper humidification should introduce fresh, pure air. This diminishes the dust and lint in textile plants, and tends also to neutralize the carbonic acid gas given off in the breath of the occupants, by freshening or revvifying the atmosphere.

"A properly humidified air will always be more healthful than a hot, dry atmosphere, and decidedly more so than one containing dust and lint." In cotton manufacture: "The right temperature and the right amount of humidity are to warm the fibre, to kill the electricity, and prevent waste and broken ends."

But we did not intend to remark on the contents of the book, the rather, to refer to its mechanical execution, its make-up and its adaptation to the promotive purpose for which it is designed. It is cleanly printed in clear, large-sized text (10 point); the illustrations are noticeable for perfection of detail, and the text is free from typographical or other errors. The book, like the device that it advertises, is simple and convenient in arrangement, substantial and neatly attractive in appearance. The paper is firm, strong, of good, substantial weight, and light cream tint in color. The pages are attractive, grateful to the eyes, easy and pleasing in the reading. There is no attempt at the ornamental to detract attention. It is adapted to its subject and object as should be all printing and as is all good printing.

The American Type Founders Company's Century Oldstyle Bold, a comparatively new face, is being extensively used by the best printers. It is an excellent letter. See advertisement of the Company's "Boston" Wire Stitcher, on another page.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

If you are looking for a weekly newspaper and complete job printing office in one of the most promising sections of the Northwest, it will pay you to investigate this. Owner has good reasons for selling. Address, "J.," care National Printer-Journalist.

FOR SALE—A six-column quarto Babcock press in good condition; $450, F. O. B. Belleville, if taken at once. A. Q. MILLER, Belleville, Kansas.

WANTED—To buy a rotary press for printing magazine, size about 12¾x9 inches, 16 to 48 pages. Address, The American Issue Publishing Co., Westerville, Ohio.

FOR SALE—Live country weekly in growing town near Everett, Wash. Doing good business, but proprietor has Alaska "fever" and wishes to leave forthwith. Price, $1,500; terms if desired. Address, "Islander," Langley, Wash.

WANTED—Type Casters: hand, steam and automatic; also type founders' other expert help wanted; steady work, full hours. Address Wm. F. Capitain, Superintendent American Type Founders Company, 300 Communipaw Avenue, Jersey City, New Jersey.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

Buy This Book
The Practical Printer

By Henry G. Bishop

Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer - Journalist
Station X - - CHICAGO

$2,973.59 WAS THE CASH RETURN

to owner for personal work on and investment in county seat, middle west, Republican, weekly newspaper property in the twelve months ending April 30, 1910. Town of approximately 2,500 population. Original net cost of equipment $4,715.00. Owner desiring to get into a larger business will sell for $5,500.00 cash. Price includes subscription accounts, but not advertising and job accounts.
Proposition No. 27.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.

LEICESTER, and LONDON

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script, 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

BASOLIO INK & COLOR CO.
IMPORTERS AND MANUFACTURERS OF
LITHO AND PRINTING INKS.
BASOLIO
DRY COLORS AND VARNISHES.
250 W 27TH ST NEW YORK

Manufacturers of

PRINTING and LITHOGRAPHIC INKS

OF

EVERY KIND

Especially

SCHRODINE

TWO TONE INKS

of Yellowish, Greenish, Brownish and Reddish secondary tone which require no slipsheeting.

BASOLIO INK AND COLOR CO.

250 West Twenty-seventh Street

NEW YORK

Every Printer

who has ever used

KLEENU

considers it the most valuable and the best he has ever found with which to remove printing ink, grease, dirt and grime from his hands.

It is equally valuable in the kitchen, in the bathtub and for general household purposes, as well as for cleaning wood and metal and marble slabs or tiling in the shortest time.

For sale by

AMERICAN TYPE FOUNDERS CO.
All Branches and Agencies

BARNHART TYPE FOUNDRY CO.
New York

H. C. HANSEN TYPE FOUNDRY
New York

And great many other stores.

Ask any dealer for free sample.

KLEENU MANUFACTURING CO.

250 West Twenty-seventh Street

NEW YORK

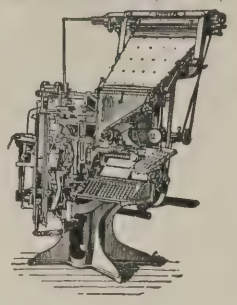
Buffalo
Printing Ink
Works

BUFFALO, N. Y.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.
WILL S. MENAMIN, President and General Manager
545-549 WABASH AVENUE
CHICAGO

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

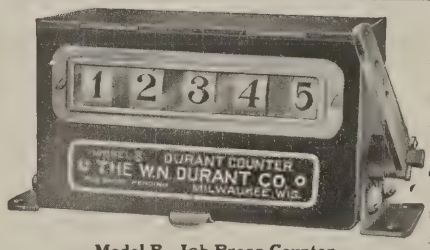
The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders. Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City.

N-M-C-R COMPANY
370-372 SMITH ST., BROOKLYN, N. Y.



DURANT MODEL B JOB PRESS COUNTERS

Model B, Job Press Counter

Set a new Standard. Equal to our Model A. cylinder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five minutes or any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

BUTLER·BRANDS PAPER THE BEST

BUSINESS CARDS

PROGRAMS

ANNOUNCEMENTS

SHOW CARDS

Engravers Art and Vellum Plate

Pasted Bristols

MADE LIKE WEDDING BRISTOL
LOOK LIKE WEDDING BRISTOL
AND
ARE NOT NEARLY AS EXPENSIVE

· Samples Gladly Furnished ~ Ask For Them ·

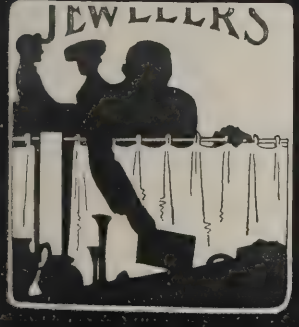
DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.,	Milwaukee, Wisconsin	CENTRAL MICHIGAN PAPER CO.,	Grand Rapids, Mich.
INTERSTATE PAPER CO.,	Kansas City, Missouri	MUTUAL PAPER CO.,	Seattle, Washington
SOUTHWESTERN PAPER CO.,	Dallas, Texas	AMERICAN TYPE FOUNDERS CO.,	Spokane, Washington
SOUTHWESTERN PAPER CO.,	Houston, Texas	AMERICAN TYPE FOUNDERS CO.,	Vancouver, Br. Col.
PACIFIC COAST PAPER CO..	San Francisco, California	NATIONAL PAPER & TYPE CO.	(Export Only), N.Y. City
SIERRA PAPER CO.,	Los Angeles, California	NATIONAL PAPER & TYPE CO.,	City of Mexico, Mex.
OAKLAND PAPER CO.,	Oakland, California	NATIONAL PAPER & TYPE CO.,	City of Monterey, Mex.
		NATIONAL PAPER & TYPE CO.,	Havana, Cuba

J·W·Butler Paper Co

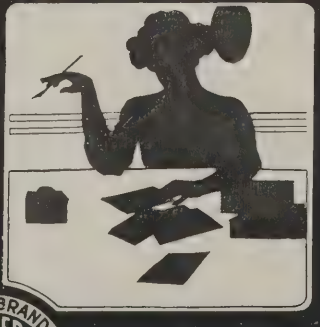
CHICAGO ~ ESTABLISHED·1844

REMOVAL NOTICES



MENUS

INVITATIONS



PRIVATE CARDS

BUTLER·BRANDS PAPER THE BEST

Manufacturers of

PRINTING and LITHOGRAPHIC INKS

OF

EVERY KIND

Especially

SCHRODINE
TWO TONE INKS

of Yellowish, Greenish, Brownish and Reddish secondary tone which require no slipsheeting.

BASOLIO INK AND COLOR CO.
250 West Twenty-seventh Street
NEW YORK

Every Printer
who has ever used

KLEENU

considers it the most valuable and the best he has ever found with which to remove printing ink, grease, dirt and grime from his hands.

It is equally valuable in the kitchen, in the bathtub and for general household purposes, as well as for cleaning wood and metal and marble slabs or tiling in the shortest time.

For sale by

AMERICAN TYPE FOUNDERS CO.
All Branches and Agencies

BARNHART TYPE FOUNDRY CO.
New York

H. C. HANSEN TYPE FOUNDRY
New York

And great many other stores.

Ask any dealer for free sample.

KLEENU MANUFACTURING CO.
250 West Twenty-seventh Street
NEW YORK

Takes the Place of Three Compositors

Read what J. L. Hart wrote to a friend of his about the

JUNIOR LINOTYPE

in the office of the Farmville (Va.), Herald:

Mr. A. P. Rowe,
Fredericksburg, Va.

Farmville, Va., April 23rd, 1910.

The Junior Linotype is the greatest money saver I have ever installed into my printing office. The best recommendation I could possibly give to this machine is to state emphatically that if the Junior was taken away from me, and I could not get another, I would never issue another copy of the Herald. * * * * * * * * * * * When I installed the machine, I had three compositors setting on the Herald, a job printer and a colored pressman, on an average payroll of $10.00 per week each, now I have only one compositor for the Herald, and he has time for idling, and I pay him $12.00. Of course there are some expenses in connection with the machine. Gasoline costs me about 10c a day, but up to this writing I have not had to spend a copper for repairs. But why should I take your time with this. I do state most positively that the Junior is the greatest machine ever put into a country printing office. I am sending you a little book entitled "Inquisitive Gorey," and I endorse every word contained in it. This book will furnish you with an answer to every question you may have in mind to ask concerning the Junior Linotype. You will never have a single regret that you bought a Junior.

I have just completed the setting of the catalogue for the Farmville Summer Normal. I put up every line of it on my machine in 10 point type leaded, and it is fine. You can do the best class of job work with this machine, and there are scores of things it will do and do successfully. Read the book I am mailing under another cover to you, which I have marked "personal" to insure its reaching your hands. If I can be of further assistance to you please let me know. With best wishes, I am,

Very sincerely yours,

(Signed) J. L. HART.

The booklet, "Inquisitive Gorey," which Mr. Hart refers to, was issued by us last January. We'll be glad to send you a copy.

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO: 521 Wabash Ave.

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Company

SAN FRANCISCO: 638-646 Sacramento St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschau

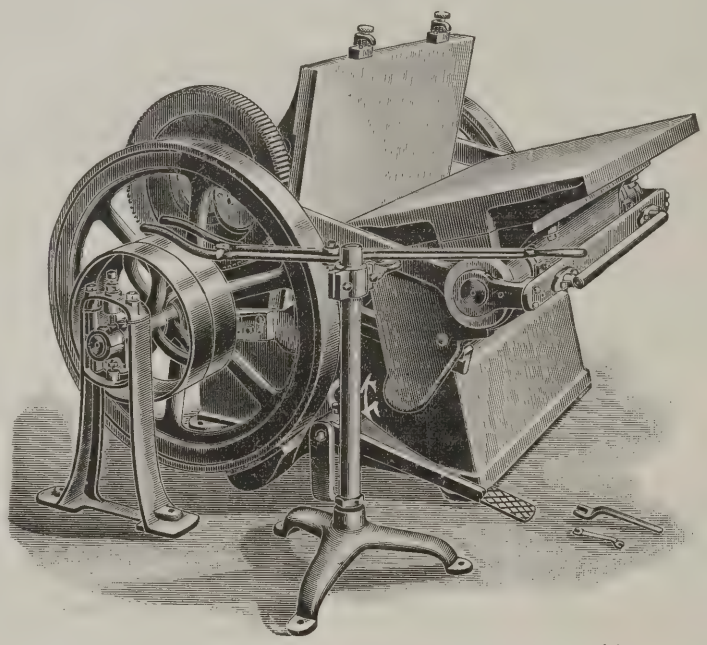
NEW ORLEANS: 332 Camp St.

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

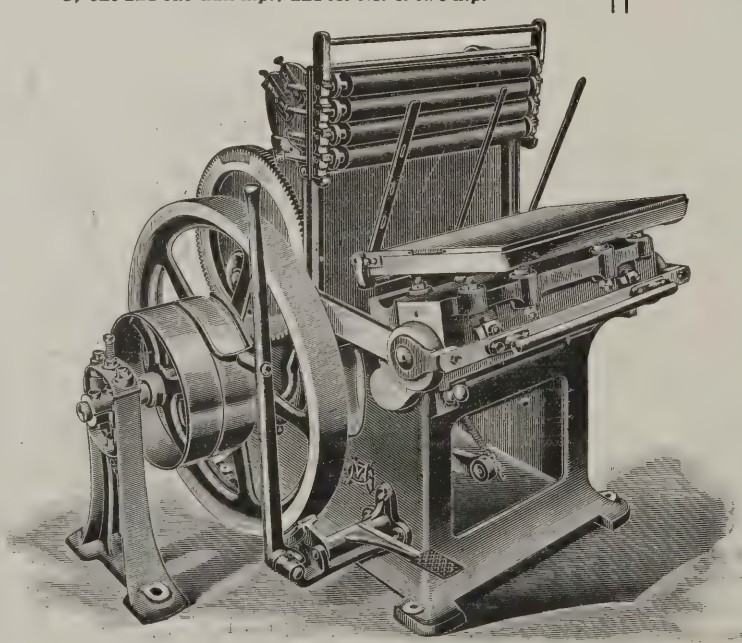
BUILT IN FIVE SIZES

No. 1,	20	x 30	in.	inside	chase
No. 1 1-2,	22 1-2	x 30 1-4		"	"
No. 2.	23 1-4	x 31		"	"
No. 3,	27	x 40		"	"
No. 4,	30	x 44		"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	**"**	**"**
Half Super Royal	**14 x 22**	**"**	**"**
Super Royal No. 4	**17 x 25**	**"**	**"**
Embosser No. 1,	**21¼ x 22**	**"**	**"**
Embosser No. 2,	**24 x 26**	**"**	**"**
Stamper No. 3,	**24 x 26**	**"**	**"**
Cutting and Creasing Presses,	**5 Sizes**		



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., Sole Manufacturers HARTFORD, CONN., U.S.A.

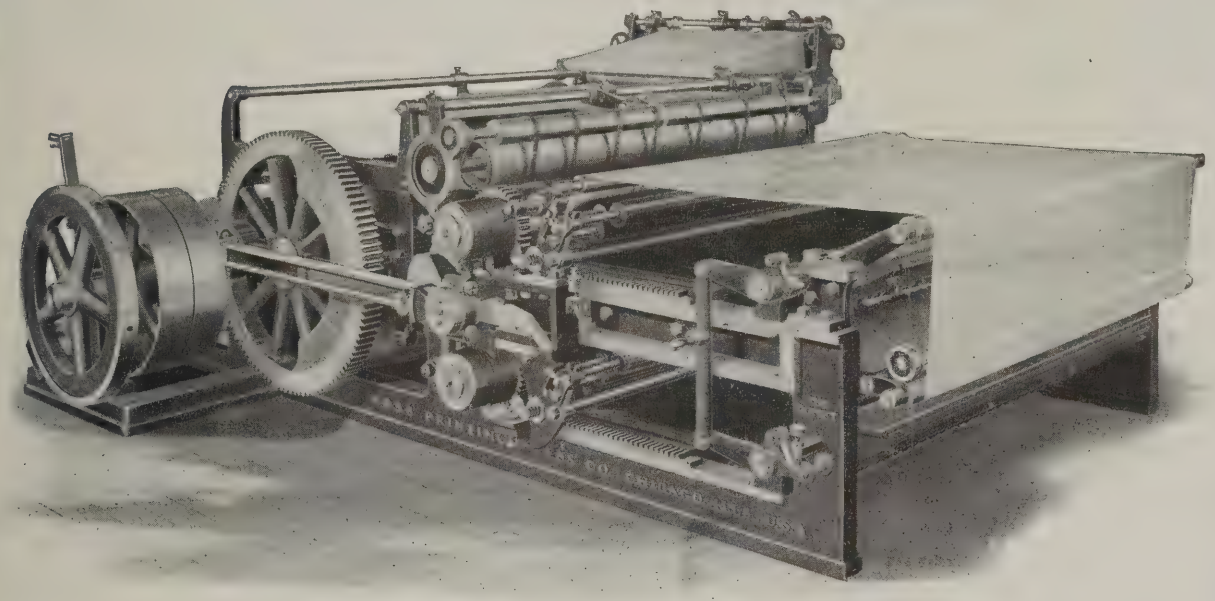
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

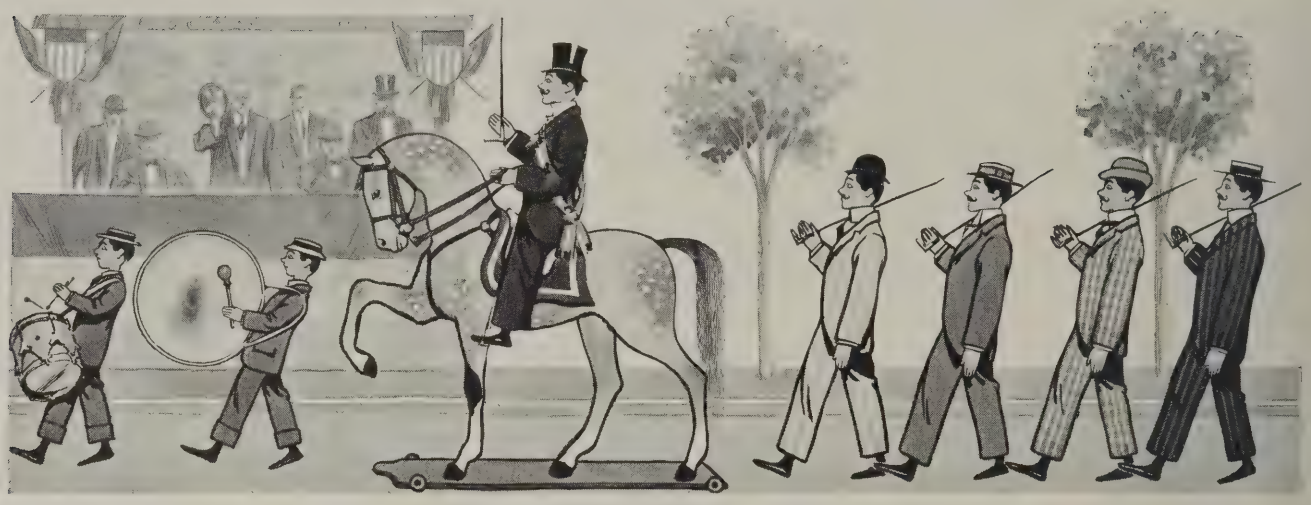
PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND



A Review of Dummies

marks the beginning of every printing order outside of the "common garden variety" kind. The dummy serves as the plans and specifications for the catalog or booklet the printer is asked to build. Type-setting, press work and binding are mechanical functions and can be performed successfully by all printers who have equipment and skilled workmen. If you have both, Barnes-Crosby Company will make you an active competitor for the finest illustrated catalogs and booklets—the class of work monopolized by a few printers who maintain art and engraving departments as adjuncts to their printing business.

Barnes-Crosby Company is an organization of artists and engravers—some 300 of them—competent to design dummies, designating their shape; size, quality and color of stock; illustrations, color schemes and binding. ***Their dummies will get that order for you.*** Barnes-Crosby Company will furnish you complete plans, engrave the plates and deliver them to you ready for the press. Printing plates for every purpose.

Barnes-Crosby Company co-operates with Printers and Publishers, but does not compete with them.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalog Plate-Makers

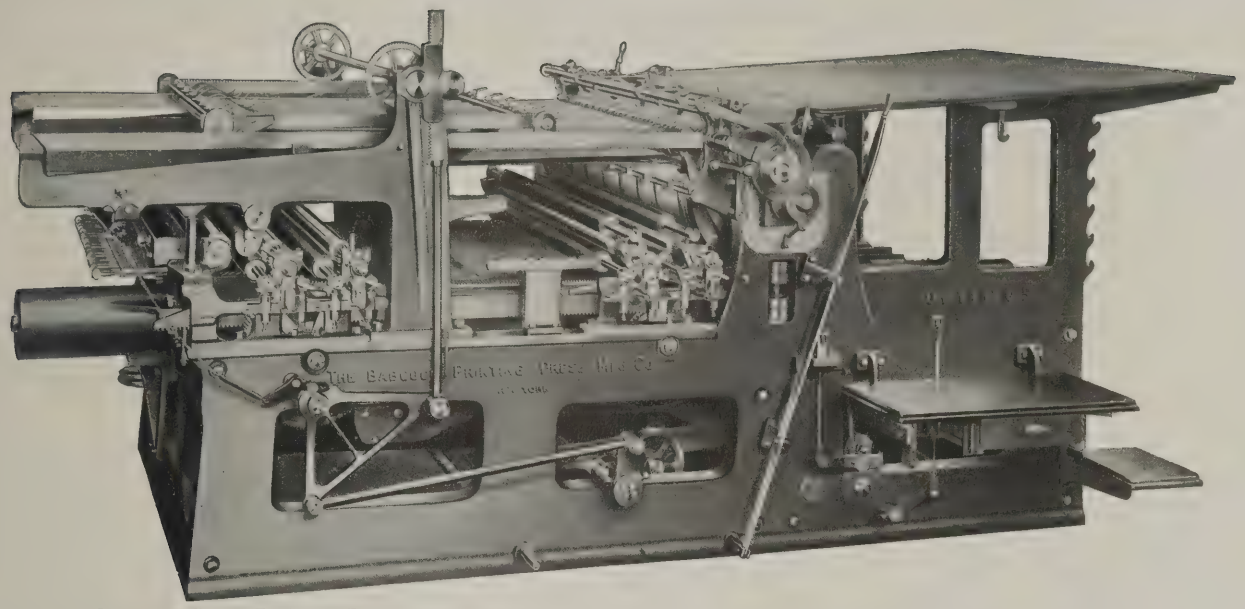
Two Complete Establishments

215 Madison Street, Chicago 214 Chestnut Street, St. Louis

Direct Contact with Barnes-Crosby Company can be had in their Branch Offices:

New York, Union Square, Tel. Stuyvesant 4849
Cincinnati, Perin Bldg., Tel. Canal 371
Detroit, Stevens Bldg., Tel. Main 535
Indianapolis, Majestic Bldg., Tel. Main 5255
Kansas City, Braley Bldg., Tel. Bell Main 2010 and Home Main 5100
Memphis, 294 Madison Ave., Tel. Main 1292
Milwaukee, Wells Bldg., Tel. Main 2394
Minneapolis, Andrus Bldg., Tri-State Phone 9511
Moline, 3rd Ave. and 17th St., Tel. Old East 258
Cleveland, Citizen's Bldg., Tel. Main 93 Bell
Toledo, 1004 Grand Ave., Tel. Home Phone 5385
Birmingham, 2111 1st Ave., Bell Phone Main 1057
San Antonio, Veramondi Bldg., 132 Soledad St.
Mexico City, Dolores 7

Perhaps you're from Missouri. In that case, we'll "show" you. A word from you and we'll send you samples of what other printers have accomplished with our assistance.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

The very best assurance buyers can have that satisfaction will follow the installation of a new machine is in the condition and performance of the old machines of that make.

We made the first Optimus presses many years ago when comparatively little was known by anyone of the two-revolution type, and when printing conditions were far from the exactions now prevailing. After more than twenty years these first Optimus presses are still in use, in some cases in big pressrooms satisfactorily competing on modern work with modern machines. Other two-revolutions of that early time are no longer made, while many born since have died.

The old Optimus must have been fundamentally sound and meritorious to still exist with vitality sufficient to as easily carry modern burdens as do those others that have been especially made to meet them.

What the very old Optimus presses are, and what they are doing, make us proud of them. Especially satisfactory are later old machines with the ball and socket bed motion, not one of which is out of register, while all show superiority in strength, distribution, speed and wear resistance, *after many years of use.* In the light of present knowledge we do not claim that these old machines are perfect; we do claim *that they are an existing, tangible encouragement to everyone to buy Optimus presses now;* for the fundamentally vital and exclusive features that have won Optimus success are those, made better, that have been used all these years under every printing condition. Time, the unprejudiced tester, has established their value for the favorable consideration of the present inquirer.

Look up the late Optimus presses! They are greatly better than these old machines that are so good. Improvements have been constant in both big and little things, especially in those that make for convenience, relieve the operator of labor, and expedite production.

It has never been possible to buy a press as fit for the hardest conditions and service as the Optimus, and this is equally true now.

The Babcock Optimus

SET IN AUTHORS ROMAN

YOU HAVE DAILY USE FOR IT

H. D. . . . INK

THE ADDITION OF INKEEZE TO PRINTING INK GIVES PRESSMEN . . . . THE OPPORTUNITY TO CONTROL DRYING QUALITIES . . BODY . . TACK, ETC.

USE TINTS OF YOUR OWN MANUFACTURE

USING

QUEEN CITY LIQUID TINT BASE AND QUEEN CITY INKS

UNCLE SAM'S GREEN BACKS ARE NEVER USED

TO PAY FOR BETTER INKS THAN THOSE MANUFACTURED

BY

THE QUEEN CITY PRINTING INK COMPANY

CINCINNATI CHICAGO BOSTON

PHILADELPHIA KANSAS CITY

MINNEAPOLIS

Simplex Press

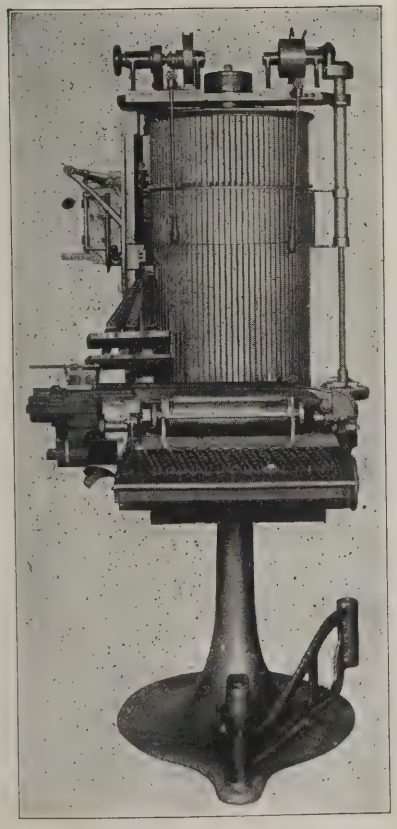
BEATS THE REST

Good Workmanship and Material. Trip or Throw Off. Printed Side Up Delivery. Few Working Parts. Power Fixtures and Hand Attachment on Each Machine. Requires no Expert to Erect or Operate.

Six-Column Folio (Guaranteed Speed 1200 per Hour) **Price, $450.00** **Six-Column Quarto** (Guaranteed Speed 1000 per Hour) **Price, $550.00**

BEST VALUE OF ANY LOW-PRICED PRESS MANUFACTURED. FULL INFORMATION AND LITERATURE SENT BY CHICAGO HOUSE OF

KEYSTONE TYPE FOUNDRY, 529 Wabash Avenue, Chicago



Used Simplex Machines For Sale

10-pt. Adjustable	12-pt. Adjustable	10-pt. Adjustable
Factory No. 1385	Factory No. 1395	Factory No. 1509
$200	**$200**	**$200**

These Simplex Typesetting Machines have been used, but are in good order.

They are practically the same kind of machines
(except the shape of the base)
that are now advertised as Unitypes.

Note factory number and price of each.
No type with these machines.

Gutenberg Machine Company

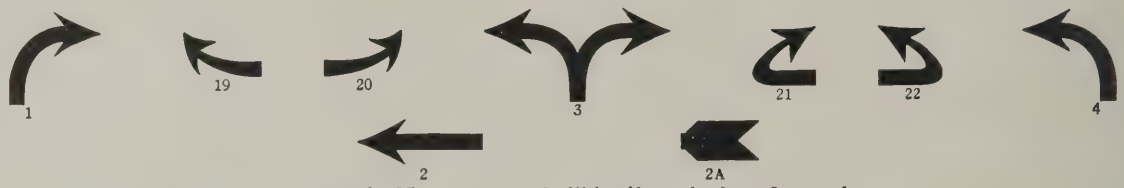
WILL S. MENAMIN, PRESIDENT AND GENERAL MANAGER

545-547-549 Wabash Avenue, - CHICAGO, ILL.

Hansen's Spear Indicators

A Very Useful Ad. Novelty

GROUP A



Per Font, $1.65 Will justify perfectly to 6-pt. rule

Font contains 4 each Nos. 1, 2A, 3, 4, 19, 20, 21 and 22; 6 No. 2

GROUP B

Per Font, $1.40 Will justify perfectly to 4-pt. rule

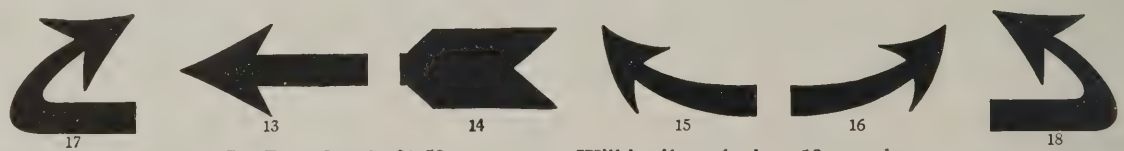
Font contains 6 each Nos. 5, 8, 25 and 26; 4 each Nos. 6A, 7, 23 and 24; 8 No. 6

GROUP C

Per Font, $1.00 Will justify perfectly to 2-pt. rule

Font contains 8 each Nos. 9 and 12; 6 each Nos. 10A, 27, 28, 29 and 30; 4 No. 11; 12 No. 10

GROUP D



Per Font, 2 each, $1.50 Will justify perfectly to 12-pt. rule

Use these indicators to brighten and individualize advertisements. Useful in certain classes of booklet and job printing. Have you a copy of the Hansen Catalog Showing late style type faces and printers specialties : : : :

C. I. Johnson Mfg. Co.

Complete Printing Outfits in Stock

"Johnsonized" and New Machinery Hansen Standard Line Type

SAINT PAUL, MINNESOTA

Set in Masterman Roman

UNIFORMLY EXCELLENT

ULLMAN'S INKS

They say
The printing business is slow
But the sales of Ullman's Ink
Are greater than ever.

The busiest printers
Are the ones who use
Ullman's Inks
And the user of
Ullman's Inks
Is getting the business
That others miss

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CINCINNATI

A. F. WANNER & CO.

342 Dearborn Street

CHICAGO

The Printers' Supply House, located in the heart of the printing district of Chicago

---

We sell and deliver on very short notice printing outfits complete. We handle Chandler & Price and Challenge Gordon Presses, Golding Presses, Galley Universal, Scott and Stonemetz Cylinders.

In Cutting Machines we have the Advance Challenge, Diamond, Reliance, Peerless, Chandler & Price, National and Brown & Carver.

TYPE

We furnish American, Inland, Keystone or Hansen, giving the printer an opportunity to get the best products of all the famous foundries.

BRASS RULE

We have our own factory on the spot and can furnish any face made in very short order.

We are the home of the famous Wilson Blocks, Suddard Block System, American Multiplex Punch, Potter Proof Press.

We sell the Hamilton Manufacturing Co's. Wood Type, Wood Goods, Imposing Stones, Cases Cabinets, Furniture, etc.

Our Machine Shop for rebuilding all kinds of printing machinery is very complete. We carry a very large stock of Cylinder Presses, Job Presses, Paper Cutters, etc. All our rebuilt machinery is sold under a guarantee so that the purchaser is sure to get just what he contracts for. And we are able to give the printer the result of many years of practical experience in this line of business.

Write for our new list of Rebuilt Presses, Cutters, Stitchers, Motors, etc.

A. F. WANNER & CO.

342 Dearborn St. : : Chicago, Ill.

TELEPHONE 1040 HARRISON

BARGAINS

In Rebuilt and Second Hand Machinery for

PRINTERS AND BOOK BINDERS

Have you seen our Special List of Bargains for August only?

WIRE STITCHERS
(All Sizes)

MAKE	PRICES
Donnell	$ 65.00 to $165.00
Morrison	60.00 to 165.00
Universal	100.00 to 350.00
Boston No. 3	125.00
New Jersey	175.00 to 300.00
Brehmer	60.00 to 200.00
Thompson	85.00 to 170.00

Stapling Machines (*All Makes*)
Prices ranging from $12.00 to $30.00

Round Corner Machines (*All Makes*)
Prices ranging from $12.00 to $65.00

Paging and Numbering Machines (*All Makes*)
Prices ranging from $80.00 to $145.00

Perforators (*All Makes*)
Prices ranging from $40.00 to $150.00

Stabbing Machines - Sanborn Power $75.00

Punching Machines (*All Makes*)
Prices ranging from $15.00 to $150.00

Paper Cutters (*All Makes*)
Prices ranging from $70.00 to $250.00

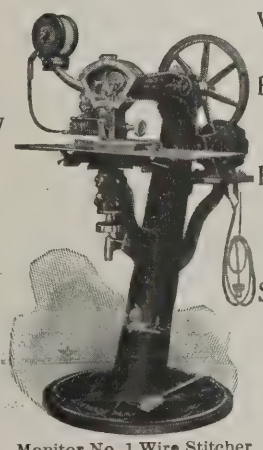
Table Shears (*All Makes*)
Prices ranging from $40.00 to $100.00

Ruling Machines
Prices ranging from $75.00 to $120.00

Write for itemized list of second-hand machinery.

We manufacture
Monitor Machinery
for the
Complete Bindery

It has stood at the top for 20 years



Monitor No. 1 Wire Stitcher

Wire Stitchers
Perforators
Punching Machines
Box Stitchers
Paging and Numbering Machines
Embossers
Standing Presses
Creasers
Job Backers
Etc., Etc.

LATHAM MACHINERY CO.
306-312 S. Canal Street
CHICAGO
NEW YORK, 8 Reade St. BOSTON, 220 Devonshire St.

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
CHAS. E. NEWTON, *Vice-President* WM. S. BATE, *Secretary*

MANUFACTURERS OF HIGH-GRADE PRINTING INKS

New York
59 Beekman St.

Chicago
357 Dearborn St.

San Francisco
653 Battery St.

Seattle
411 Occidental Ave.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

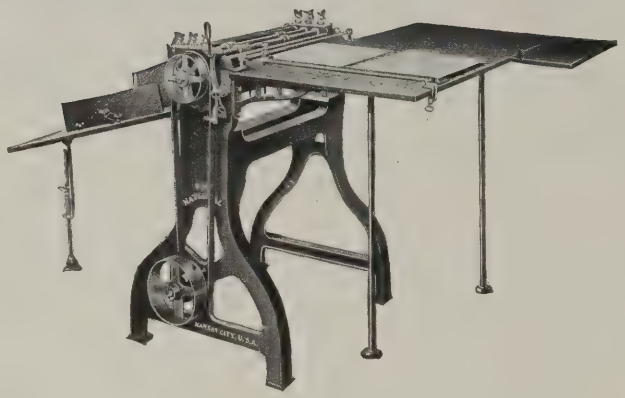
THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

FOR EVERY BINDERY—FOR EVERY PRINT-SHOP

ON
FUTURE ORDERS
FOR
PERFORATING
MACHINES

A CRIMPING
SCORING
SLITTING
ATTACHMENT
CAN BE
FURNISHED



CRIMPING
Two Styles,
Nothing Better.

SCORING
Single or Hinge
Cover,
Any Width.

SLITTING
Any Stock from
Onionskin to
Heavy
Cardboard.

THE INDEPENDENT NATIONAL ROTARY CRIMPER-SCORER-SLITTER

NO PERFORATING

TAKING STOCK UP TO TWENTY-FOUR INCHES WIDE

Fitted for line shaft or motor drive with belt, $110; or with self-contained individual motor drive, ⅙ H. P. D. C., $140; ¼ H. P. A. C., $165. F. O. B. Factory.

WRITE FOR FURTHER INFORMATION AND SAMPLES OF WORK

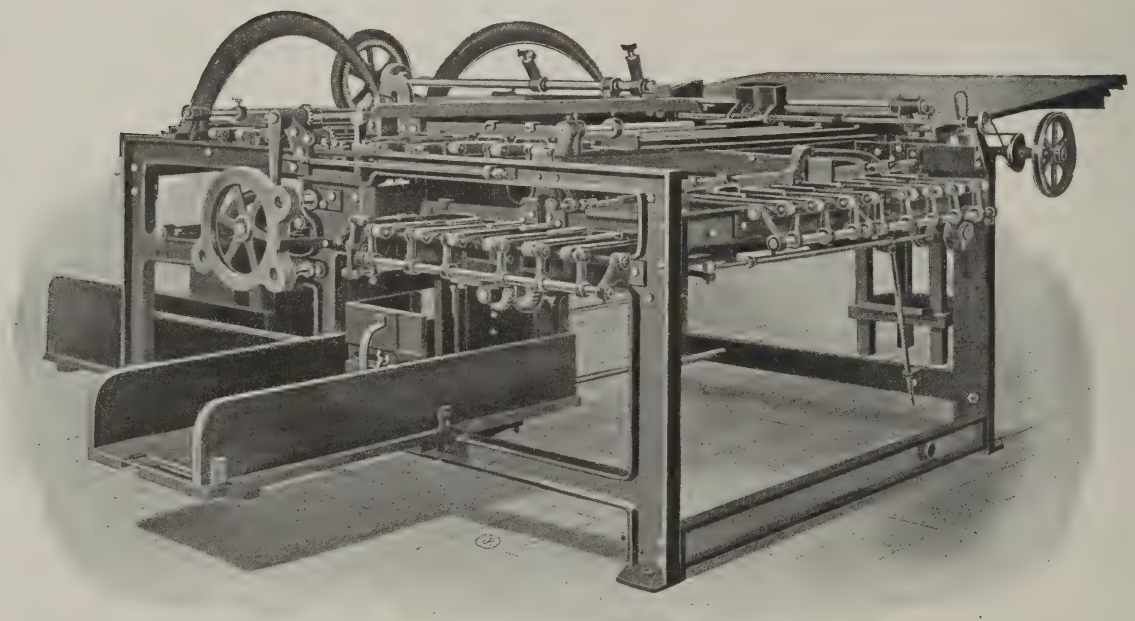
NATIONAL PERFORATING MACHINE CO.

MANUFACTURERS OF PRINTERS' MACHINERY

FOR SALE BY ALL DEALERS. **22d and Campbell Sts., KANSAS CITY, MO., U. S. A**

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

HAMILTON'S

MODERNIZED COMPOSING-ROOM FURNITURE

No cabinet previously introduced has attracted such quick and wide attention as has occurred in connection with the Ad-Man's Cabinet. Already several large lots of these cabinets have been installed in leading printing-offices in the United States, Canada, England and Australia.

The Ad-Man's Cabinet embodies all the good features of other cabinets, providing the low Job Case equipment with the supported Lead and Slug Bank which does not obscure the foreman's view. The two tiers of cases are reversed, one tier facing each side. It has a Working Top, Copy Drawers, Supplementary Galley Banks, Adjustable Lead and Slug Banks, Extension Front, Mortised Label Holders, Foot Rails and Electric Light equipment. No Iron Brackets are required. It is a master-piece of economical composing-room equipment, and will save 50 per cent of floor space and 25 per cent in composing-room labor in almost any office where installed.

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR

Our Booklet, "COMPOSING-ROOM ECONOMY," shows the actual plans of the composing-rooms in more than thirty representative printing establishments throughout the United States. If you are interested in this vital question, send for a copy and fill out the coupon attached. Let us show you what can be done wth your office.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE AD-MAN'S CABINET

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, FOR LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR "AD." DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES. BIRDS-EYE VIEWS. RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

CUT LONGER

with less sharpening.

Royle Router Cutters Cut

Try Them

John Royle & Sons
Paterson, N. J., U. S. A.

Engravers' Machinery

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

OPPORTUNITY

This is the One Year in Ten When You Can Take Advantage of Opportunity—When You Can Give Your Readers Something That There is a Great Demand For Once in Every Ten Years.

YOU WILL TAKE ADVANTAGE OF OPPORTUNITY BY SECURING THE VERY BEST DOWN-TO-DATE 1910 CENSUS CHART OF YOUR STATE AND UNITED STATES BY WRITING US FOR TERRITORY AND SECURING TERMS FOR THE GREATEST PROPOSITION IN CIRCULATION PROMOTION EVER USED BY A NEWSPAPER PUBLISHER.

IT NEED NOT NECESSARILY BE A "ONCE IN TEN YEAR" OFFER, BUT WE QUOTE FROM FIVE CUSTOMERS WHOM WE STARTED USING OUR CHARTS TEN YEARS AGO, AND THE FACT THAT THEY ARE PLACING THEIR ADVANCE CONTRACTS NOW FOR THESE CHARTS IS STRONG EVIDENCE THAT THEY HAVE FOUND THEM TO BE A STAPLE MEDIUM. (We omit names of customers, but will be glad to send these on written request.)

(1) "We accept your offer and you may book our order for 5,000 Wall Charts, made up according to our specifications. These of course to contain the 1910 census of ————————. You may begin delivering the first thousand as soon as you have the charts completed, and a thousand every thirty days thereafter until all have been shipped, billing for each lot monthly.

It is now about ten years since I gave you our first order for maps. During that time I have used a great many of them and I have always found them a very satisfactory circulation feature. Really, I would give the map preference over any other premium."

(2) "In giving you our order today for ten thousand (10,000) additional charts, it is our wish to have them shipped out monthly, following the completion of our present stock order. I believe it is now ten years since I have started to use your maps and charts, and can frankly state that I have found them a most satisfactory premium. In fact, my canvassers throughout the country would not think to continue business unless they had the charts to show."

(3) "We are placing our order for ten thousand (10,000) additional charts, which you are directed to ship monthly, beginnng August 1st, 1910, and to follow one thousand a month thereafter until this order is completed. We have been using the Chart as a premium for nearly a dozen years and it is the only premium that has not been discarded in favor of some other during that time. The Chart has always been our standard and we get the larger part of our business for both the Daily and Weekly through the use of it."

(4) "Confirming the order recently placed with you for 10,000 Charts for ———————— and 10,000 for ————————, will say it is understood that in accepting these orders, you agree that the charts shall show the complete 1910 census for the states shown on the charts. Our agency force have used an average of over 60,0000 charts a year for the past five years, we have used them on our general publications nearly 10 years and can recommend the map and chart to be the most staple premium for circulation work."

(5) "I have yours of August 4th and accept your terms of that date for 25,000 Wall Charts. You understand, of course, that we do not want any of these charts until the new census is available. I believe this is the seventh year for me to place orders with you for the Wall Chart, and I am glad to say that it is one of the most staple premiums I have ever used. The traveling men can always get business with it and year after year we find the demand grows. We hope you will get these maps to us at the earliest possible moment, for we anticipate a big business with them during the season of 1910-11. Asking your usual prompt attention to this order, we are."

THE NEW HOME LIBRARY CENSUS WALL CHART WILL BE THE GREATEST CIRCULATION GETTER FOR THE SEASON OF 1910-11.

IT HAS MADE A REPUTATION FOR ITSELF—PUBLISHERS LIKE IT—AND IF YOU HAVE NOT PLACED YOUR ORDER WOULD SUGGEST THAT YOU WRITE NOW AND ARRANGE FOR TERRITORY. FIRST COME—FIRST SERVED! NO ENTERPRISING PUBLISHER CAN AFFORD TO BE WITHOUT IT.

WHEN WE SELL YOU THE CHART, WE ALSO SELL YOU AN IDEA, THEREFORE, UPON DELIVERY OF THE CHARTS, YOU WILL GET EVERY HELP IN THE WAY OF THE RIGHT KIND OF ELECTROS, CIRCULAR FORM LETTERS, VALUABLE SUGGESTIONS, AND EVERY CO-OPERATION TO THE VERY BEST OF OUR ABILITY.

PUBLISHERS LIKE TO DO BUSINESS WITH THE MAN WHO KNOWS

YOU WILL GET THE BEST CHART BY PLACING ORDERS WITH THE PIONEER MAP MAN. WRITE HIM TODAY FOR SPECIAL TERMS AND SAMPLES.

S. BLAKE WILLSDEN

Newspaper Premium Specialist

151-153 WABASH AVE. - - CHICAGO, ILLINOIS

LOW PRICE OR QUALITY?

Which influences your decision?
Do not decide on price alone.
Secure Quality at a fair price.

Consult

The Quality Ink Makers

H. D. ROOSEN COMPANY

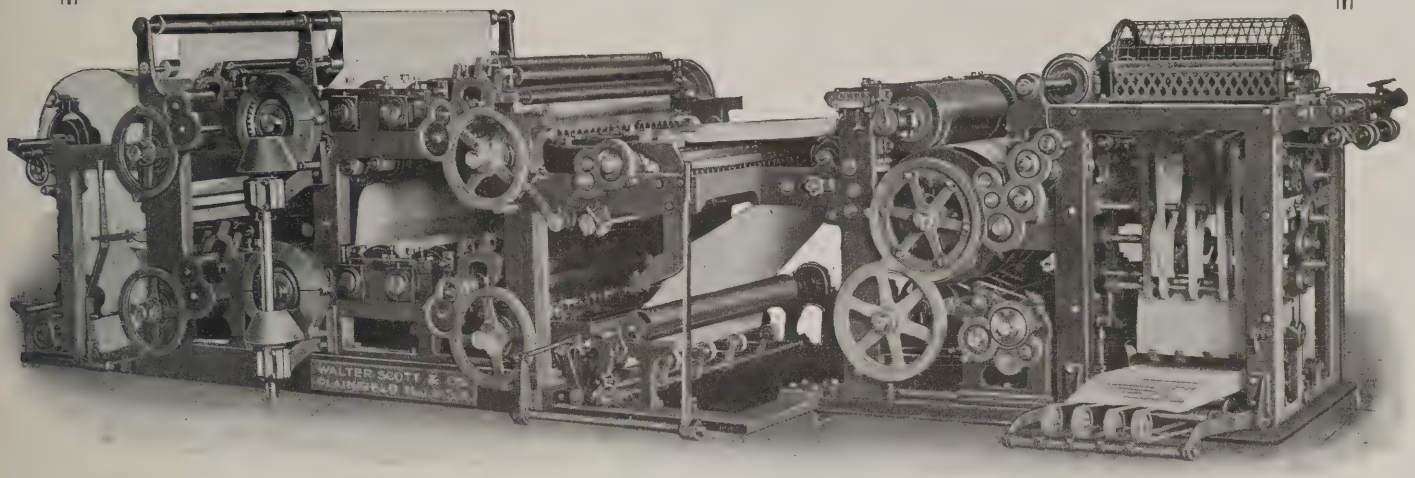
261-263 WATER ST., BROOKLYN, N. Y.

CHICAGO, ILL. **TORONTO, ONT.**
BUENOS AIRES. **MEXICO CITY.**

The Fastest and Simplest Newspaper Press in the World

The SCOTT "Speed King"

Many attempts have been and are being made to approximate the perfection of this machine, but on account of our BASIC PATENTS and EXPERIENCE in building this type of press, all imitations have certain disadvantages or complications. Compare our "Speed King" Press with all others as to Simplicity—Accuracy—Speed—Versatility—and Durability, and you will find that the SCOTT "Speed King" is supreme.



CAPACITIES

CLASS XXT
24,000 per hour—4-6-8-10 and 12 pp.

CLASS XX
24,000 per hour—4-6-8-10-12 and 16 pp.

CLASS XXS
24,000 per hour—4-6-8-10-12-14 and 16 pp.

CLASS XXY
24,000 per hour—4-6-8-10-12-14-16-18 & 20 pp.

CLASS YY
48,000 per hour—4-6-8-10 and 12 pp.
24,000 per hour—14-16-18-20 and 24 pp.

Also made in 32 page size and to print colors. All "Speed King" presses can be enlarged in capacity at any time without change of foundation or any interruption in use.

EXCLUSIVE "SPEED KING" FEATURES

Speed—400 revolutions per minute of printing cylinders.
Single Plate—Double Speed.
Fewest number of two-page-wide cylinders and fountains.
Prints from regular semi-circular stereotype plates.
Positive Half-Sheet Inserting.
Mechanism—Made fool-proof and many others.

COMPLICATIONS AVOIDED ARE

Paper-Wasting Devices.
Wide Cylinders involving unequal wear.
Split Cylinders running different speeds.
Chopping Folding Blades.
Tubular Plates.
Multiplicity of cylinders and other parts.

There is no press "Just as Good" as the SCOTT "Speed King"

For descriptive matter, prices and full particulars, address

WALTER SCOTT & COMPANY

New York:
41 Park Row

David J. Scott, General Manager
MAIN OFFICE AND FACTORY

Chicago:
Monadnock Block

PLAINFIELD—NEW JERSEY - U. S. A.

Cable Address—Waltscott New York—Codes used: A B C 5th Ed., and Our Own

The Ault & Wiborg Co.

Makers of

Letterpress, Steel-Plate, Copper-Plate and Lithographic

INKS

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

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Printing in the Earlier Days

The History of the Press of a City for Over a Half Century—How a Newspaper Has Fulfilled Its Functions as a School

SOME one has said that, "The printing-office is the poor man's college."

In reading an article, in the Battle Creek, Mich., *Journal,* the saying was re-called, and not only its truthfulness impressed upon the thought, but also the fact of the broadness of the knowledge imparted and the great extent and influence, in the aggregate, of this printing-office-college with a branch in every city, town and hamlet. The article was by Charles E. Barnes, the dean of journalism in the beautiful, enterprising city of Battle Creek, and was a review of some fifty-five years in the history of the local press and printing. The writer gave his recollections of the offices, editors and the "boys," with glances at the conditions and methods. The numbers of young men who learned their trade, got their education and start in life in the office of the *Journal,* and then went out to found other newspapers or printing-offices in other cities or to enter other professions, or Congress, or hold other imortant positions, suggests the breadth of educational influence of the printing offices all over the nation. Two graduates of the *Journal* office now conduct large printing establishments in Chicago, while scores of others are engaged in newspaper publishing in all parts of the county, while naturally, many, in the half century or more, have passed over to the other side, after having done their work, no small part of which consisted in the education of other young men in other and distant printing offices.

The following pen picture of the old-time newspaper office, when Mr. Barnes entered upon his apprenticeship, will be read with interest and profit:

In those days all editors were printers by trade. * * * * The typesetting was all hand composition. It was never dreamed that the old-time compositor would be supplanted by a machine. The old compositor did perfect work. Even the spacing, division of words, punctuation, etc., were marked upon his proof. Such exactness now would cause the modern machine hand to have spasms.

The weekly was printed upon a No. 6 Washington (Hoe) hand press. All job work, even to a calling card, was done upon a small hand press known as the fool's cap press. The bed of the press just took on a quarter sheet bill, nothing larger.

The work of a pressman was a trade in itself. The man did nothing but run off job work. The neat and artistic work done upon a hand press was a marvel. The pressman spent much time in placing "bearers" in just the right position, and in "overlaying" and "underlaying" the "form," also in "overlaying" the "tympan sheet," and in trimming the "frisket" so that the ink would not blacken the paper or cardboard. For days at a time the writer has "rolled" for a pressman; that is—to ink the forms or type. It was a lively job for the boy to keep up with him.

Before press day the pressman had to "wet down" the paper. All paper was wet before printing because the type made a better impression upon it. The paper came in reams (twenty quires) and was folded in quires, the folds coming in the center. Spreading the paper upon a large board upon "the bank," he sprinkled with a whisk broom so many sheets at a time. When finished, another board was placed upon the top of the pile, and weights placed upon it. The press work was done by the "token" which is ten quires or 240 sheets. The pressman who could print a "token" an hour was considered a fast man. The "devil" or apprentice did the inking, or "rolling," as it was called. Back of the press was a standard upon which revolved two wooden rollers. Between these rollers was run the inking roller. The three rollers were the length of the press bed. To the inking roller was attached a long handle with which the roller boy controlld it. Upon this roller was daubed the ink from the keg. Ink was called "color." With the left hand upon the crank that revolved the rollers, and the right hand upon the long handle of the composition roller, the boy had to rapidly revolve the three until the ink was evenly distributed. As fast as the pressman rolled back the press "bed" and threw up the "frisket" the roller boy had to roll the "form" twice and get his roller out of the way before the pressman "flew the "frisket" and dropped the "tympan" upon the "forms" running it by the "rounce" under the "platten" and then grabbing the "devil's tail" or lever, pull the same with great force and make the impression. It was a knack to pull the lever of the press. Very strong men came in the office on press day and the pressmen would ask them to make an impression. When they attempted they tried to pull the lever with

simplpy the strength of the arm and would fail or make strenuous work of it. The secret of the work of the pressman was that when he pulled the lever he threw the weight of the body backward as he made the pull.

When the ink upon the paper began to show up light the pressman yelled "color." Then the roller boy had to very quickly daub ink upon the rollers and have it distributed and the form rolled before the pressman could again "fly the frisket."

The "devil" was required to wash the rollers and the newspaper forms. To get them clean they had to be scrubbed with lye. To wash rollers was the dirtiest job ever invented. The work of the apprentice was no summer picnic. Every old-time apprentice expected to learn the trade, then go west to some new town, start a newspaper and "grow up with the town."

Press day was the great weekly event. Everybody had to turn in and help fold and direct the papers by hand, no mailing machines then being in use.

The day the inking rollers were made was another red-letter day. They were made of glue and molasses. The mixture was placed in a big tin can made for the purpose and set on the stove. A big, roaring fire was kept up all day to melt the compositon. It required skill to make good rollers, and the man who had charge had to watch it constantly. When the composition was thought to be in just the right condition it was taken from the stove and poured in a big, round iron mould, the inside of which had been well greased, and then put away to cool. After standing the right length of time the ends were seared with a hot iron, and the roller taken out. All of the office force then gatherd around to see if it was perfect. When the day came for the making of rollers in the summer time the sashes were taken out of the windows and every effort made to keep cool. A printing office on roller-making day was the hotest place of which one could conceive. Hades would be cool compared to it.

Each case of type contained capitals, small capitals, and lower case type. The present "point" system of designating type was unknown. The styles of type were great pica, small pica, bourgeois, brevier, minion and nonpareil. In the cities the smaller sizes were used, agate, pearl, and diamond. The type used for reading matter in the papers was brevier. Occasionally bourgeois was used. Nonpareil was used in advertising. Of the display types the following were used: Old English, bold faces, clarendons, antiques, gothics, old style, script, etc. Italics were largely used to emphasize words and sentences. It has now gone entirely out of use.

The office had no paper cutter, but had a card cutter. All of the paper for job work was cut with a shoe knife. It took considerable skill to do the job neatly.

The print papepr and ink were both of first class quality. All paper was then made of rags and was not of the flimsy kind used today.

The methods of doing business were different. No canvassers were ever employed to solicit either subscriptions, advertising, or job work. If a merchant wanted an "ad" or job work he had to come to the office. Business men had the privilege of changing their "ads" just four times yearly and no more. This was the inflexible rule. This is in contrast with today when the business man demands a change of "ad" every day. One Battle Creek business man ran an "ad" for eight years without changing. The printer had to reset the type in the "ad" about once a year as the constant press work was wearing it down so that it was unreadable.

All deaths and marriages were set in the small nonpariel type and placed under classified headings. A mere announcement of the facts was given, no gushing write up. Every wedding brought a liberal supply of weddnng cake, over which the printers made merry. This gift was always acknowledged with thanks.

The entire *Journal* force were members of the old volunteer fire department, when hand engines were in use. It was amusing to see with what suddeness the printers made their exits from the office when the alarm was given; hatless and coatless printers sprinting for the engine house. All business was suspended in the office.

The old-time printer was favored in many ways. He always carried his composing rule in one pocket, and by showing it to the ticket-taker at any theatre or place of amusement, was admitted free.

One marked characteristic of the office was the harmony and good will that existed. There were no jealousies or jars or ill feelings betwen the printers. Jolly, companionable men were the old-time printers.

The morning that I entered the office the first work assigned me was learning the "case," that is, learning where each letter is located in the case containing the type. I was given a piece of copy and with "stick" and "rule" in hand the first work of compositon began. The first article set was a clipping from a Detroit paper of a robbery in Marshall. The paper containing this article is still preserved by the writer. The article was set with a "side head" which was the style in those days. There were no such display headings as are seen in the papers today. Long articles would have only one heading set in small type.

Here is another extract from the history of the *Journal,* which shows that the "printing-office-college of the poor man" was not behind other colleges in patriotism nor in the furnishing of volunteer soldiers in the war for the preservation of the Unioon, as well as a glimpse of one of the early editors, Mr. Walter W. Woolnough, who conducted the *Journal* from 1852 to 1863:

Mr. Woolnough was a man of ability and a good writer. He was a fast type-setter and always had a good proof. He never wrote his copy, but instead always stepped up to the case and composed his editorials or locals as he set them up in type. This way of combining writing and type setting was peculiar to Mr. Woolnough. The writer never heard of any other editor doing his work in this manner.

Among the printers first employed by Woolnough who learned the trade in his office was Charles R. Galpin. He enlisted in Co. C, 2nd Michigan Infantry and was killed in the famous charge of that regiment at Knoxville, November 23, 1863. Timothy R. Fish also enlisted in Co. C, 2nd Infantry. Although badly wounded, he lived through the war and came home with his regiment a lieutenant. George McConnelly went out as drummer boy in the 2nd Infantry. He survived the war and came home and founded the Flint *Journal.* Both Fish and McConnelly learned their trades in the *Journal* office.

One of the best known printers that enlisted from the *Journal* office was Lorenzo A. Barker, familiarly known as "Ren" Barker. He served in the 66th Illinois (Western Sharpshooters). After the war he came to Battle Creek for a time and then went west and worked at Sioux City. He established a weekly at Shelby, Iowa, called the *Journal.* Subsequently he came to Michigan and located at Lake City, Missaukee County, starting the *Journal.* He sold this paper and bought the Reed City *Clarion* which he still owns. Barker is one of the best known newspaper men in Michigan, and is prominent in the Grand Army circles. He can always be seen at the state press meetings and the Grand Army reunions.

A. A. Beach, familiarly known as "Fon" Beach, was another apprentice who enlisted. He went in the war on the gunboat "Ozark," in the Mississippi squadron. After the war he learned the molder's trade. He now lives in Detroit.

At one time a young Irishman called Johnny, whose surname has been forgotten was employed in the office. He

drifted away and when the war broke out enlisted in the rebel army.

Mr. Woolnough claimed that the old *Journal* office furnished more men for the army than any other country newspaper office in Michigan.

Albert Gore became lieutenant of Co. D, 66th Illinois Infantry (Western Sharpshooters). He learned his trade in the *Review and Herald* office, subsequently working in the *Journal* office. Mahlon Gore, brother of Albert, also a *Review and Herald* printer, was working for the *Journal* at the *outbreak* of the war and enlisted in the three months' service. Afterwards he founded the Sioux City (Iowa) *Journal* and later the Orlando, Florida *Reporter*, and became one of the prominent newspaper men in that state. He is now living in Orlando.

Another printer who enlisted from the *Journal* was Dr. Wm. J. Miller. He served in the Mississippi squadron on the gunboat "Forest Rose." After the war he learned dentistry. He died in Galesburg.

George Ryan, another apprentice, served during the war on the gunboat "Ozark," in the Mississippi squadron. He is now dead. His brother Jerome Ryan learned the trade in the *Journal* office and afterwards for years worked on the morning papers in the cities. When last heard from he was working in Chicago.

"A Candidate's Edition"

"A Candidates' Edition" is a new one and yet seemingly appropriate to the approach of primaries and elections. The grouping of all the candidates, with their claims, portraits and biographies, in one issue, makes a paper easy of reference for voters, and has the advantage of presenting the whole view of the field as to those seeking positions, and then the one paper can be easily preserved, or kept at hand, for consultation, and comparison of the claims of candidates and parties. This new kind of special edition was adopted by the Belleville, Kansas, *Telescope*, in its issue of July 27th. A page and a quarter was given up to the official announcement by the County Clerk, of all the candidates of the different parties, or the primary party tickets, Republican, Democratic, Socialist and Prohibition, for the primary election. with the date of election and an enumeration of the precincts, etc. This is legal advertising and, from a newspaper publisher's standpoint, is a vast improvement over the old method when the newspaper was expected to do this service for the public without charge or reward. The announcement of the candidates and their claims were also treated, in times past, simply as news, and candidates often forgot to thank the paper for this publicity, and the party managers looked upon all the work of the editor as for the good of the cause. Now candidates are expected to pay for space in the paper the same as other advertisers, and no more think of using a paper's columns without pay than of using the teams of a livery stable without pay—at least that seems to have become the rule in many sections of our great Republic. There may be danger of too much commercialism in practical politics but, certainly, it is better that the announcements of candidates, and of parties and their claims, should appear openly as advertising, than that a species of secret bribery of the press should be carried on, where the newspaper publisher secretly sells his columns and his editorials to candidates or parties. It is fair that the people, the members of the parties and the individuals should openly pay for what is received rather than that the press should bear all the burden. Advertising should be honest and must be honest to be effective.

Under this new plan the people are given all sides and can judge for themselves. There remains, then, no grounds for suspicion that the publisher or editor is only working for the promised position of postmaster or other appointive office, or for a private bribe. The new way is a business method. If a man wants an employment, he advertises. Offices are nothing but employments, though the newspaper editor and publisher as representing his constituents—all the people—has an obligation or duty to them and to himself, as one of the people, to see to it that unworthy, dishonest or inefficient employes do not get employment through fraudulent advertising. Every newspaper should have honest principles and convictions that are above purchase and an editor should never sell his editorial utterances to candidates or politicians any more than he would sell them to merchants.

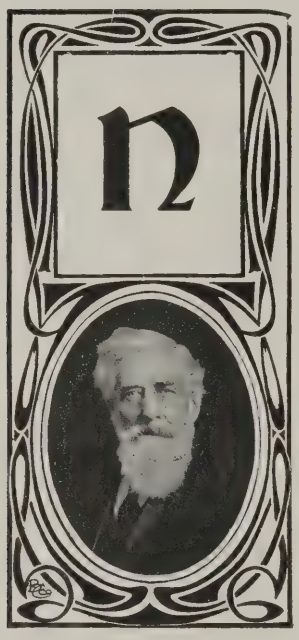
Advertising should appear as advertising. The old view that advertising is less effective in exploiting the truth and winning credence and votes, because it is known as such and is paid for, honestly, has been proven to be erroneous by actual test. The truth presented honestly, clearly and convincingly wins fame and demand alike for men and measures as for merchandise, lands or stock. So in recognition of these facts and existing conditions, this Kansas publisher gets out an extra "Candidates' Edition" to serve them more effectively and conveniently and to afford space for this political advertising at the opportune or proper time, just as Christmas editions are issued to accommodate the special and increased holiday advertising, and the announcements, in this way, are afforded proper space and display.

Unique Prize Competition for Master Printers

The American Type Founders Company has hit on a new idea in prize contests, and one which promises most interesting results. It specially interests the employing printers, although open also to employees. Awards of $100, $75, $50, $40, $30, $20 and $10—$325 in all—are offered for booklets which excel in advertising effectiveness, typographic style, technical excellence, and appropriateness of type display and size and selection of paper and cover stock. All contestants are to use the same copy. This copy for a booklet has been carefully prepared with a view to being an excellent advertisement for all printers in cities of all sizes. It is expected that the contestants will utilize the competing booklet in their respective territories as a means of procuring orders, so that even if not so fortunate as to win an award they may be benefited in a greater degree by their own advertising. In fact, the object of the competition is to stimulate advertising for printing orders, and to improve advertising ideas in the printing trade.

The competition closes Novembeer 1, 1910. Full particulars with the conditions and copy for the booklet are printed in the August issue of the *American Bulletin*, procurable at any branch of the American Type Founders Company. There are no restrictions on the size and the shape of the competing booklets. The names of the seven successful printers, with their portraits, will be published in the Novembeer issue of the *American Bulletin*.

EDITORIAL NOTES AND POINTS



NECESSITY of broadness of view, breadth of sympathy, and understanding cannot be too frequently nor too strongly enforced home upon the mind and conscience of every editor and publisher. There are "many men of many minds," a fact that used to be enforced in the old copy books, and the newspaper must serve, interest, please and in a measure edify each and all. A modern newspaper affords little opportunity for a man of narrowness or who is wholly possessed by some hobby of belief, as serviceable as some hobby as a side line for recreation may prove. The world may need reforming, but reforms cannot be forced down men's throats in the raw. Reforms must be sugar-coated, and they must be accompanied with all things that are helpful, strengthening and informing. They do not set well on an empty stomach. Men's interests and predelictions, necessities, conditions and surroundings must ever be taken into account. This world is today not lacking in idealists, but modern idealism must be practical. The power of the press rests largely in the opportunity afforded and pretty generally improved, by all successful publications, of touching human beings at every point. We have ever delighted to quote, as especially applicable to the newspaper-worker, the expressed sentiment of the old Greek poet, "May nothing human be foreign to me." The wider our observation, the more are we convinced that this should be a constant desire or prayer, for the fulfillment of which, in study, reading, association with others, in handling of news events, in all writing and work, there should be constant effort. We have said that newspaper--making affords especial opportunity for the human sympathy, for this personal contact with men on every side, and while this may be at once admitted, it may be worth remarking that even the advertising in a newspaper should have this in view as is naturally its trend. Advertising should be treated or handled not only for the money that it may bring, but with a view to the betterment of the newspaper readers, the elevating the standard of living, the making known and creating a desire for the more healthful, more nourishing foods, the more suitable clothing, the more sanitary habitations, the better means for carrying on of trades, agriculture, commerce; of all production and distribution. All should be, even in the advertising department, given with a broad understanding of men's wants and the possibilities of the betterment, improvement and uplifting of humanity.

* * *

Most men who complain of inadequate returns from printing and newspaper-making have themselves to blame. Callings that require closest application and demand careful attention to innumerable details have no rewards for the shiftless who expect a business to keep them without their keeping the business. Ben. Franklin, the first great American printer and newspaper-maker, said, in his Poor Richard's Almanac, many years ago, "Keep your shop and your shop will keep you."

The printer clubs do well to designate their organizations by his honored name, in these days of signal and persistent advances in the calling that he loved and honored and they will do well to study and to come to a full appreciation of his methods and ideals and of what he meant, as shown by his practices, when he said, "keep your shop." His life and its grand outcome show that he did not mean merely to stay in your shop, though he was to be found there during his earlier, active years, from 12 to 16 hours of the 24, each day. He made his shop a means of intellectual growth and improvement, and the mastery of its details, and it constant improvement, his pleasure. He did not shrink before any lions in the way, but gained strength and success by mastering difficulties. When asked to print the paper currency of a State; he did not say that he could not for lack of the facilities; he took the work and made the "means" for its accomplishment. In the absence of engravers, when he needed cuts or illustrations, he engraved them. In the absence of typefounders, when he needed types that he could not obtain otherwise, he made them. He put his brains into his work and never hesitated to charge a good round price for the use of his brains and skill. At forty-six years of age, he retired with an income of five thousand dollars a year

besides other investments, and five thousand dollars a year then was equal to twenty-five thousand dollars a year now. He retired to devote his life to philosophy, invention, the service of his country and philanthropy, for which he had fitted himself during his strenuous years of work as a printer. When he said, "keep your shop," he evidently meant "to maintain," "to keep up," "to conduct," "to manage," "to preserve from danger, harm or loss," especially "from loss"; "not to neglect," "to be faithful to," "to support," to make the most of, and everything else, that this good Anglo-Saxon and Old English word "keep," may signify.

* * *

One good man in an organization, who is willing to render loyal, continuous service with no hope of reward except the benefits that may result to an honorable calling and its members, is beyond price and deserves highest honor and deepest gratitude from those sharing in the fruits of his unselfish labors. Such a man is John T. Mack of Sandusky, Ohio, who has been, for the twenty-second year, elected President of that splendid organization, the Ohio Associated Dailies, that now has a membership of one hundred and twenty-two. He has been an indefatigable worker, and is a splendid newspaper man with brains which he is not afraid to use. The influence of one such man is a beneficence to a whole State. He keeps young by useful activities. How much better this than rusting out through sluggish indifference, carelessness and inactivity.

* * *

Estimating with a full knowledge and consideration of all the expenses of conducting a printing business beats guessing every time, and then it is honest, while guessing is dishonest to yourself, your employes, your business, your family and your customers.

* * *

Printing is the most popular calling in America, there being more printing establishments than there are of any other line of manufacturing industry. For this very reason, in order to decent success, better and more systematic methods are required in this art of all arts and trade of all trades, than in any other. There is less opportunity for monopoly than in any other industry and hence when properly conducted there is less to be feared from competition.

* * *

Reading with the object of securing knowledge, as well as for broadening intelligence and cultivating the mind, is a necessity to every printer or newspaper-maker who would advance and do justice to himself and his calling. Desultory skimming over news events is rather dissipating than improving and, because of this very fact, the newspaper man needs as a counteracting influence to read books. Dr. Williams made a valuable suggestion as to this, in his able address, that was printed in full in our August issue. Every editor should always have a course of solid reading on hand. One good book a month is none too much. Such reading gives strength that is easily to be recognized in the newspaper and it pays. The fact is that to learn is to increase earnings, but the learning is not all, it is the vigor and quickness of the mind, the strengthened reasoning faculties, the broader view and the broader interest in affairs, that are most worth while—as well as the increased joyousness and pleasure. Without all these the editor and, hence, his newspaper, becomes weak, insipid, without force or purpose. Read your exchanges as you must but read books, also, if you would grow, exert a worthy influence, and win a permanent success.

* * *

"The laborer is worthy of his hire." Honest gain and suitable reward or increase are the underlying principles of all life, the very end and spring of all existence. There must be profit in planting and reaping and the greater the legitimate profit or gain the greater the satisfaction, the benefit and the honor. The cheap man, who works without a profit is by no means the most profitable to the man who pays for his product or his labor. Work should be done in a way to profit the man who buys as well as the one who sells. If you cannot so conduct your business as to make it profitable, to earn and to secure an adequate reward, there is something wrong with you or with your business and it is your duty to ascertain and remedy the wrong or else quit your business before it quits or bankrupts you. No one gains anything through bankruptcy.

* * *

Results are the standards by which all things must be measured or judged. Men farm because of the expected harvest, and without harvests there would be no farming. Men advertise for expected business and without business there would soon be no advertising. That there is so great and rich and increasing amount of advertising is the most convincing proof that it has proved profitable, that it has brought the expected harvest, that is just as certain as are the crops to the farmer.

* * *

The South Bend, Ind., *News,* as part performance of its duty, for the protection of the health of the people, devoted the whole of the first page of its July 31st issue to an illustrated article describing what was observed and learned on a visit to a sanitary dairy, near the city, that supplies dispensary milk. Stop, we notice that not all the page is devoted to this description, for space is given up to giving the names and amounts contributed by the newspaper's readers to secure $400 to make up a deficiency in the dispensary fund, but then, that is in the same line of service. Now, we are hardly in shape, to use in the National Printer-Journalist, a whole newspaper page of matter devoted to "Sanitary Milking and Bot-

tling," under the startling inquiry, "Do you know hundreds of babies are dying from poisoned milk?" Nevertheless, we fully appreciate the value of such matter to newspapers that go to the homes of the people. The story from a news value standpoint is intensely interesting and worth a hundred times more than the equal number of columns telling of a supposed wife murder in London and the tracking and apprehension of the husband on this side of the Atlantic. Is it not so? Is not the murdering of our own babies, and the endangering of the health and lives of our families and of ourselves, more important, than are any and all the outbreaking crimes of passion, avarice, or revengse in all the rest of the world? These crimes, as numerous as they seem in the aggregate, are, after all, exceptional, and the perpetrators are sought out and punished by the authorities as they deserve. The victims are not generally wholly blameless and were not wholely helpless as are our babies and our families.. Thousands of infants and others are murdered in our midst every year by impure milk or other food, to one person in all the world killed by violence. Why not find the startling news in these crimes at our own homes and in the means or steps for prevention and the means of punishing the guilty, rather in raking the world for accounts of deeds of violence that we cannot prevent and that contain no helpful instruction except the old lessons of the old Bible, of man's lust and hate, and that "the wages of sin is death"?

Newspaper-makers have a powerful responsibility when they pamper their readers with accounts of outbreaking crimes of the whole world on the plea that it is what they demand, and neglect those things that pertain to their safety and the safety of their families at home. The appetite for accounts of crimes, is largely an acquired appetite for which the newspapers are in a large measure to blame. Now we have passed the age when we have any babies to protect, and we feel pretty safe in the little use that we make of milk that comes to us in sealed bottles, yet we read every word of the story told by the South Bend, Ind., *News*, with absorbing interest. Let newspaper-makers search out this kind of news in their own cities, counties and states and then tell the same with intelligent, fearless, full, instructive clearness and a real sympathetic spirit, alive to the safety, happiness and well-being of those whom they serve and to whom they look for support, and they will very soon be convinced that the people's highest interest is found in, and is most aroused by, their own welfare and the security of their loved ones rather than in outbreaking vices and the abhorrent crimes of distant criminals.

ITEMS OF INTEREST.

Frank M. Hatch, head of the circulating department of the South Bend *Tribune*, is visiting in New York. Before returning he will go to Maine for a short stay. Mrs. Hatch accompanies him.

W. K. Lamport, associate editor of the South Bend *Tribune*, is spending August in a log cabin near Hackley, Wis. He is accompanied by his wife and their infant son, Richard Morey Lamport.

F. A. Miller, editor of the South Bend *Tribune*, has returned to his desk after eight weeks in St. Luke's Hospital, Chicago, where he was treated for stomach difficulties, one an ulcer. Mr. Miller returned home greatly improved.

Advertising Facts and Features

LARGENESS, STRIKINGNESS, VALUES, SYSTEM.

AS all advertising is intended to turn the attention of possible purchasers or investors to the goods or other things, like lands or horses, had or offered for sale, the questions of where, when and how attention can be most effectively and profitably secured, are of first consideration.

As newspapers are taken for, and are, today, the principle and by far the most effective sources of information, and advertising is essentially information or news, the natural conclusion would be that the newspaper would be the place or the "where" to advertise and the experiences of dealers in all lines have established the rightness of this conclusion. The "when" is something easily decided and equally well established. Some articles are in like demand all the year, and these should be advertised all the time, but other articles are for certain seasons and should be advertised just before the opening of and during such seasons.

The question of "how" to get the best results is more difficult.

Many advertisers have come to the conclusion that large ads are the only ones that are effective. It is certainly a fact that such ads, where the possible business to be obtained will justify the expenditure, are generally the winners. Americans like large things and largeness in a business announcement not only attracts attention but conveys the impression of great resources, of big stocks with a variety and worth to justify the large expenditure. There is something inspiring in mammoth advertisements as there is in the looking upon a mighty landscape or towering mountain.

The *Independent* of Grand Rapids, Itasca County, Minnesota, contained in its issue of August 4th, a great display advertisement of four full pages, of seven-column size, and certainly for a store in a new city of the size of this Western Grand Rapids, with only a small population, it was sufficiently remarkabble to attract attention both at home and abroad, and must have impressed prospective buyers that with such an esablishment in their midst there could be no necessity or excuse for sending abroad to distant mail order houses to purchase merchandise. One reason that country merchants have had occasion to complain of the competition of mail order houses is to be found at their own doors: they have failed to meet advertising with advertising; have been so stingy in their business announcements as to impress buyers with the idea of littleness, of inability to supply goods wanted or to meet prices of the larger establishments. There is an unending search for bargains coming not only from a desire for economy which is often felt to be a necessity, but from the habit of wanting to get the best of a bargain or things for less than cost, which is not so commendable, but must be met in salesmanship. This large advertiser, in the Grand Rapids *Independent*, recognizes these facts and evidently plans ahead for an annual "Round Up Sale," and freely quotes prices and quotes values. He makes his advertising striking and uses the above quoted, meaning, popular and well-known and impressive Western expression, to make an impression. He further pictures a mounted cowboy, throwing his lariat, and roping the words as a heading, while his splendid steed

is on the run. This is the striking feature of the advertisement. Under this heading is a picture full of action, showing hundreds of men and women rushing into the door of the store to take advantage of the "round up." There is system and continuity in the ad. It is evidently an annual, for under the cuts starting the displayed announcement of the sale are the words, in large, bold, black-faced type: "The above cut is a representation of the crowds filling our store at our last "Round Up Sale."

The ideas of the value of the goods, the attraictiveness of the bargains and the day of sale are all properly emphasized and impressed. The ideas of system and of giving buyers something to which to look forward with anticipation are important. Advertising should be made as far as possible a continued story, with something in each chapter to indicate that much of interest and importance is to follow. It is a good thing, too, for every dealer to always have something of value to offer to attract or induce visists or letters.

This plan has recently been adopted with signal success by bankers as well as by merchants and could be used with equal success by newspapers and printing establishments. The bank, referred to, secured artistically attractive calendars of real value and then instead of distributing these promiscuously or placing them on a table, or in a window, for all comers to help themselves, advertised a "calendar day," fixing the day before Christmas. The calendars were neatly arranged and handed out with expressions of goodwill by an officer of the bank in charge of the same. People were in this way attracted to the bank, a sort of speaking acquaintance was formed with those who had been strangers, and the record of the names of all these callers for the presents was kept, securing a valuabble mailing list of people who had been interested. The calling for the calendars in person, under the conditions, increased the estimate of value. There is a great waste and loss of advertising power in indiscriminate, free circulation of printed matter, just as there is in the free, indiscriminate scattering abroad of the copies of a newspaper unaccompanied with any announcement of the reason therefor and without any follow-up letters, circulars or personal calls.

Improved Waterways

It is hardly possible for anyone who has made any investigation, to be otherwise than convinced of the importance of improved waterways and their use. There must be a study and preparation for the economic and profitable utilization of waterways as well as a study of the most feasible methods for their improvement. Nature provided forests, brush and great growths of wild grass that served to hold the waters back and to prevent erosion and floods. Men have cut down the forests, grubbed up the brush, plowed up the grass and now, when the rains come or the snow melts, the waters rush, without restraint, into the streams, carrying along the soil, causing floods and filling the channels and beds of the streams with the washed-away soils and building up barriers at the mouths of the rivers. The whole balance, fixed by nature through countless cycles is destroyed; the husbanded fertility of the fields carried away, navigation clogged and the finny tribes—sources of great food supply and wealth—driven from their natural haunts to a condition of deterioration and extinction. These things should be first put right by plans to retain the water where it falls until the surplus works its way to the brooks through pure, life-giving springs. When this has been provided for, our waterways, aided, whenever necessary, by proper dredging and wing dams, will do much for their own improvement.

There enters into this question of water transportation another important question, that of the speedy and economical handling of freights. It is not only needed to have a navigable stream; if its use in the getting of the freights to the boats, the loading and getting to desired destination, without reshipment, and the conveniently unloading and delivering the goods to the warehouses, is more expensive in time and money than by direct shipment by rail, then expenditures for waterway improvements would be unwise.

There is another thing, too, there must be a practical, well ascertained plan as to the making of these improvements. Our Government has thrown away millions of dollars in the past, large shares of which have gone for "graft"; so much so that the "River and Harbor Bill" has come to be known as "Uncle Sam's Pork Barrel," with every politician after his share of the pork for his particular locality, and millions more have been thrown away because there was no system of making the improvements permanent. Streams once dredged have filled up again and there has been a constant round of expenditure and waste, no one objecting, on the idea of an equitable division of the spoils and silence. A better system has been in some measure inaugurated and something of a proper system has been, at least, proposed, after surveys and plans by competent U. S. Engineers.

Still there is room for further improvement and greater safeguards. Our attention has been called to this matter—in which we feel every newspaper man who has any regard for his country should have an active and intelligent interest and a duty, in the interest of the whole country and of all the people who are losers through burdensome freight—by a series of articles furnished in a page by the Western Newspaper Union. These articles are prepared by Mr. John A. Fox, Special Director of the Rivers and Harbors Congress. This Congress is a voluntary organization, having the purpose the adoption of, and putting into effect by the U. S. Government, a fixed and definite waterway policy, toward the improvement of the meritorious waterways of the country. There are six of these articles, with the following general headings, that might well be reprinted in all the newspapers of the country: "All Are Concerned," "Saving of Millions," "Mean Lower Rates," "Good for Country," "Canals for Benefit," "Freight by Water."

TYPES PLAY STRANGE FREAKS.

The story is told of an editor who recently wrote a "puff" for the belle of the ball, saying: "Her dainty feet were encased in shoes that might have been taken for fairy boots," but the compositor made it read: "Her dirty feet were incased in shoes that might have been taken for ferry-boats."—*Printing Trade News.*

Such mistakes will happen to the humiliation of the editor but seldom as serious as the one recorded.

"We read the other day," says a Missouri editor, "where a fellow was shot and his life was saved by the bullet striking a silver dollar. Now should we happen to get shot before you pay up your subscription, and there is no dollar in our pocket to stop the ball, we shall always presume you might have saved our life."—*Atlanta Constitution.*

The Washington Staats-Zeitung

A COPY of the *Washington Staats-Zeitung* of Seattle has served to remind us, once more, of the ability, the high character and the great services of the German newspapers of this country. There are, among other things, a thoroughness, a faithfulness, a conscientious meeting of demands, a leadership in the improvement and development of opportunities, and a recognition and meeting of obligations that are worthy of highest commendation and adoption, and that have come to be recognized as a characteristic of German character, both national and individual. The German is loyal to principles and to the country of his adoption; he is constant and faithful to every organization, or party to which he gives allegiance, so long as such organization or party is loyal to itself, its tenets, traditions, history and objects that attracted him to membership therein. The German press shows this, the experience of every man who has come into close association with our German fellow citizens proves the same.

Governor Emil Baensch, of the Manitowoc, Wis., *Post*, in his address before the Wisconsin Press Association—a very brief outline of which was given in the August issue of the NATIONAL PRINTER-JOURNALIST—gave an enlightening view of the work that the German press and people have done for this country. Because applicable to the paper that is under review, the *Washington Staats-Zeitung*, we are going to repeat and reprint here a few of the words of Governor Baensch, covering things that we have not here enumerated, so that our pen picture on this occasion may

be more complete: "The German press has brought sunshine to the social intercourse of America. It has brought the Christmas Tree. It has brought appreciation for song and music. * * * * And it has received from the Americans energy, enterprise and grit." He implied, if he did not in so many terms say, that the German press has brought a broader respect for personal rights, for the conservation and upbuilding of individuals, of the youth, men and women. "To the emigrant, the foreign press is philosopher, friend and guide."

The copy of the *Staats-Zeitung* indicates that the paper is doing all these things that have been mentioned or indicated and, besides, is intelligently, effectively and enthusiastically promoting immigration to, and the industrial, commercial, agricultural, educational and social interests, and the improvement of its city and state. It is in every way a model special number that evidently resulted in the creating of business at a dull time of the year. The advertising patronage was magnificent.

The first page typified the early days, and the full fruition worked out by the pioneers in the shadow of the totem poles. The West *Der Osten* with the farmer and mechanic or *"handwerker,"* and the Orient find proper and significant representation, while Alaska, that has contributed so much to the growth and wealth of Washington's two great coast cities, is properly represented in the foreground, as a stalwart miner grasping a bag of gold. The representation of Washington, the *"Immergrun-Staat,"* as a stalwart maiden, decked with flowers, holding a horn of plenty in her arms and surrounded by fruits, finds most appropriate idealization. We are reproducing this page for the suggestiveness, broad significance, appropriateness and beauty. It is wise to study such models and to see wherein one's own city and state can be so represented as to bring out, in illustration, strikingly and pleasingly, the most important characteristics. A telling first page has no little to do with the popularity and effectiveness of a special issue.

On the second page, the readers of the paper are introduced to the staff of the *Staats-Zeitung,* presented in excellent half-tone portraits, and they are a worthy appearing fourteen, pleasing in expression, strong and bright in intellectuality, with force of character, earnestness and kindliness. A newspaper more than any other human product is a reflex of the men who make it. We like the expression that was quoted in an address published in the August issue of the NATIONAL PRINTER-JOURNALIST, "A newspaper is a man done up in brevier and nopariel"; only the modern newspaper is made up of many men. We believe in personality and that newspaper subscribers or patrons like to know of the men whose news stories and opinions they read, or to whom they commit the promotion of their business in the advertising columns. It is legitimate for a newspaper or magazine to advertise in a proper manner the men who make it or who write for its pages. Many of our leading publications have recognized these facts and have built up their papers and magazines on the personalities, and worthy fame of the editors, writers and news gatherers, whose popularity they have advanced in every legitimate way possible. It is a false idea that newspapers should not advertise the men who make them as well as the work they do. The fame of Messrs. Wellman and Curtis is a large unit of value to the *Record-Herald,* as are the fame of Lyman Abbott and Theodore Roosevelt to *Outlook,* Henry Watterson to the Louisville *Courier-Journal,* of Editor Brisbane to the Hearst papers and as was the name of Harvey Scott, recently deceased, to the *Oregonian.* These names are written as they occur. Many others might be mentioned and vastly more might have been made towers of strength to the publications which they served, had their names been made known as would have been the case had it not been for false ideas of the impersonality of the press.

All editors know that personals are the most popular department of a newspaper. Parties win very largely through the advertised personalities of their leaders. Strenuous, continuous advertising make men and the business or institutions with which they are connected. The advertising, of a shoe man, has had much to do with the exceptional success of his business, and it made him the Governor of Massachusetts. Without advertising, Theodore Roosevelt and President Taft would have been today in comparative obscurity and the party that they successfully lead would have been defeated. We can never escape the power of personality so long as men are men and human sympathies, admirations and friendships exist.

Following the mere modest presentation of portraits of the members of the newspaper's workers, the State of Washington receives able treatment on the editorial page and on other full pages.

A brilliant showing is made of Seattle, the Queen of the West, and her magnificent system of parks. There was

much to show and yet the reality is greater than all that can be told even in so mammoth an issue of a newspaper as is this issue of the *Staats-Zeitung.* We have been there, and know by seeing.

Tacoma, *"die Stadt der Zukunft des Pacifischen Nordwestens,"* is given prominent place as are other places of lesser size, but of surpassing wonder.

However, here we find a not unexpected department, that tells of the *"Deutsches Vereinswesen,"* and illustrates how the Germans have brought music, fraternity and athletics, not for the few but for all, to this land of liberty which they have sought and found. We reproduce herewith a plate showing the emblems of these organizations. The I. O. O. F. is not a German order but we know, from experience in the lodge, that the Germans have embraced and adhered to, with unfaltering loyalty, its teachings, of "friendships, love and truth." This is an important section of the paper, equally important to any newspaper. With all our talk of money-worship and commercialism, social organizations and fraternities have taken a strong hold on the people of this country and they are doing an ennobling work, though we have sometimes thought that the number of secret orders

had been multiplied beyond profit, and that one great central, open order, devoted, not only to fraternity and benevolence, but to some method of saving and investment, to teaching economies, physical training, and good citizenship, might be advisable. However, existing organizations should not be neglected by the press.

This department of *Staats-Zeitung* gives, in half-tone portraits, a great number of strong, kindly, impressive German faces of the best German type, of both men and women, the latter, whether foreign or Washington born, are strikingly handsome and wholesome in appearance. Illustration has a big part in such an issue. We believe in giving portraits whenever possible. It is the nearest approach that newspapers can get to the personal presence of those concerning whom facts are given.

Say all we may as to the power of the written word, the illustrations and the portraits draw, please and impress and really convey much that cannot be told in the cold type characters.

Managers of Newspaper Circulation Again

A SUGGESTION THAT ALL NEWSPAPER WORKERS HOLD A JOINT CONVENTION.

In our July issue we gave a brief account of the convention of the Association of Newspaper Circulation in Moontreal. It was a great convention and thoroughly representative as is indicated by the following list of officers chosen for the ensuing year:

President, Henry E. First, Cincinnati *Enquirer;* First Vice-President, John D. Simmons, Atlanta, Ga.; Second Vice-President, W. J. Little, Montreal, Canada; Secretary and treasurer, John R. Taylor, Grand Rapids *Press;* Board of Directors, E. A. McKinnon, Philadelphia, Pa.; J. N. Chevrier, Montreal, Canada; J. L. Russell, Cleveland, Ohio; James R. Henderson, Montreal, Canada; C. F. Stout, Plainfield, New Jersey, and E. C. Johnson, Springfield, Mass.

There was a spirited discussion as to where the convention should be held next year. Atlanta put in a strong bid but it was finally decided by a close vote to hold it in Chicago.

Through the courtesy of the Montreal newspapers and their energetic circulation managers and the Richelieu-Ontario Navigation Co., the side trip to Quebec was afforded the members and immensely enjoyed by all.

Circulation of a high character and of a quantity up to all that can be furnished by the field covered by a newspaper is the very foundation of all newspaper success and hence the practical papers and discussions of these expert newspaper circulators are of the very greatest value to all newspaper publishers, and we hope next year to be in a position to give a full account of these at the convention in Chicago.

While considering this convention and also the great convention of Associated Advertising Clubs of America at Omaha, the thought has occurred to us as to how valuable a joint convention of all organizations of newspaper workers might be made. If all these various associations of circulators, business managers, advertising managers, advertising agents, publishers and editors could only meet in the same city on the same dates, there could be an interchange of views and a concerted action based on reports of committees of conference, that would result in a better understanding, and work for improved methods and a general and permanent good, in one year that otherwise would require many years for accomplishment.

Commercial Employing Printers of Texas

WONDERFUL improvement in the conditions, business methods and financial standing of employing printers were pleasingly in evidence during the proceedings of the Sixth Annual Convention, Friday and Saturday, August 5th and 6th, at Galveston, of the Employing Commercial Printers of Texas.

The first session was called to order at 10:30 A. M., Friday, by President George M. Courts, and Rev. Charles Harper invoked the blessings and guidance of Providence upon the delegates, and the work of the Convention.

President J. H. Langbehn of the Galveston Busuiness League, deliveered the welcoming address, and related, in a most interesting manner the wonderful expenditure, since the great catastrophe by storm and flood, made by the city in municipal improvements, in building the great sea wall, in grade raising, in the causeway now under construction, and in the erection of the magnificent Hotel Galvez.

The welcome was broad and generous, and appropriate responses were made thereto. The Secretary's report stated that the past year had been one of success in many respects, and called special attention to the favorable report and progress of the Tou Velle bill in the House of Representatives. This bill, which has as its purpose the prohibiting of the Postofficce Department from printing special request return envelopes, had passed the house just before its final adjournment, but did not come up in the Senate. Other recommendations looking to the good of the association were made by the secretary.

ADDRESS BY PRESIDENT GEORGE M. COURTS.

President Courts said in his annual address:

This, the sixth annual convention of the employing printers of Texas, finds the organization in better condition than ever before, and, while our membership has not shown a large increase, I feel that we have held our own. We may well feel proud of our strength as an organization banded together for the betterment and uplifting of the trade. While we have by no means accomplished all we were anxious to accomplish, some progress has been made, and in the future, if we continue our efforts as in the past, great good is bound to come to all printers enrolled in our membership.

A BETTER KNOWLEDGE OF THE COST OF PRODUCTION.

The necessity of education as to better knowledge of the cost of production and more cordial relations and closer cooperation with their neighbors, seems to be more fully recognized than ever before, and I feel that, with continued active effort on our part, great benefit is sure to come to our trade.

Our work for the past year has been devoted to and along educational lines, and, I feel, with some degree of success.

The employing printers seem to have at last realized the advantages of meeting and getting together as in other trades and lines of business, and I am inclined to believe that in the future they will see and feel the necessity and benefits of this, more and more, and bearing on this point I quote from the report of the department of commerce and labor:

GREAT AND INCREASING NUMBER OF PRINTING OFFICES.

"At the census of 1905 the total number of establishments engaged in printing and publishing was larger than any other one industry. This results from the fact that printing and publishing is one of the least localized industries, for even in very small communities the printing oflice is al-

most as necessary as the postoffice. Interest in this fact increases when it is observed that printing and publishing forms a striking exception to the tendency toward consolidation, accepted as one of the signs of the times in the industrial world, for increase in number of printing establishments was greater proportionately from 1900 to 1905 than from 1890 to 1900. While this refers more to tendency of the manufacturing industries to consolidate under one management than it does to the trade societies, it also shows that the printer is inclined to go it alone."

MORE COMMON SENSE AS TO ESTABLISHED PRICES.

Are we really as intelligent as we think we are? And if we are, would it not be well if we had more of the common sense of the coal dealer, "If we all charge the same price," says the intelligent printer, "we will be accused of being in a trust." Well, the coal dealers all charge the same price, and they stand as high in the comunity as any one; as a matter of fact, some think that, as a class, they stand a little higher with the banks than do the printers. Now if there is any business in the world that needs strong organization, it is that of printing.

IMPORTANCE AND FEASIBILITY OF PROPER COST SYSTEMS.

Your officers have felt that the introduction of cost systems will do more than any other one thig to interest and instruct the printer and make him a fair competitor, and results in localities where it has been installed prove that their conclusions were correct. It is hoped that more interest will be taken in this work until there is not a printer but what will be informed as to the cost of this work. The public, as a whole, are willing to pay a fair price for the services rendered, but there has been such variation in prices, that they naturally call for bids on their work to find where the bottom is.

During the past year there has been printed, published and distributed a very large amount of literature along the lines of cost systems and ascertaining the cost of printing, and while this may not have brought visible results it has been educational and caused every printer to give some thought as to how to better his condition and to get better prices for his work and to raise his rating with the bank a little above that of the milliner, and the sooner that each and every one of you, no matter the size of your plant, introduce and install a cost system the better it will be for you.

GREAT WORK PERFORMED BY U. T. A.

The United Typothetae of America, our national association, is performing a great and grand work along this line and as vice president of that body I offer the members of this organization the facilities at the disposal of their office and any information or assistance that may be of interest to the fraternity.

We shall have with us at this meeting one or more officers of this national organization, who will adress us and give us an illustratrated lecture on the latest improved cost systems.

I have to recommend to this meeting that some action should be taken and a strong effort made to increase our membership.

SIGNALLY STRONG AND EFFECTIVE CAMPAIGN IN THE 22 YEARS' WAR AGAINST PRINTING STAMPED ENVELOPES.

Referring to the discontinuance of printing of stamped envelopes by the United States government, the agitation against this was started by the United Typothetae in 1888, twenty-two years ago, for the repeal of the law which authorized the government to sell stamped envelopes and imprint same without charge, has received an impetus during the past year.

Our representatives upon the joint committee in Washington, Mr. Byron S. Adams and Mr. Rufus C. Williams, have accomplished splendid results, and the work of the committee establishes a new record in effective organization work.

The Tou Velle bill to stop the free printing of envelopes—a case of 482,000 jobs of printing annually—passed the house of reresentatives in Washington Monday night (June 20) by the astonishing vote of 192 to 27. There was no opposition that deserved the name.

The bill immediately went to the senate and was then referred to the senate postoffice committee. As this was within five days of the end of the session it proved there was not sufficient time in which the committee could have a hearing on the bill, though many would agree that no hearing would be necessary in view of the facts and arguments made by friends of the bill at the hearing before the house postoffice committee, which certainly cleared the situation up. Yet the senate dislikes to be hurried, and although it is a literal fact that every member of the senate is either intensely interested in reporting the bill without delay, or is reaching a similar state of mind, and as it is known that there is a single opposing vote in the senate it would look as if prospects for a speedy passage of the bill at the beginning of the next session were good. And the fight for the repeal of the law must be continued.

Members of congress make the statement that never before was such a concentrated campaign waged as was the effort for the repal of this iniquitous law.

SECRETARY HEATH'S LECTURE.

The President's address was followed by an illustrated lecture. It was instructtive but popuularized and made entertaining and given in the line of his work of promotion by Secretary Franklin W. Heath of the United Typothetæ of America. The Galveston *News* said Secretary Heath's Lecture was entitled: "The Printer and the Dollar," and was profusely illustrated with pictures of the men noted in the advance of the art of printing, and also humorousu pictures showing the present position and attitude of the printer toward many important questions. The lectuure was full of wit and with the humorous pictures was very greatly enjoyed by all.

SECOND DAY'S SESSION—TOPICS PRESENTED AND DISCUSSED AND OFFICERS ELECTED.

The *News* of Galveston, one of the model dailies of this Republic, that, with its brother publication, the *News* of Dallas, which under one ownership and general management, has done yeoman service for the people and great commonwealth of Texas, showed proper appreciation of this gathering of the masters of the art promotive and preservative of all other arts and industries by giving very full and satisfactory accounts of the sessions from which we glean the following that will be of value and instructive interest to all progressives among the readers of the NATIONAL PRINTER-JOURNALIST:

MUTUAL FIRE INSURANCE.

A paper on the subject of fire insurance prepared by Alfred J. Ferris, was read by the secretary, in the absence of the author. Co-operative fire insurance rather than insurance under the old line was urged as the best insurance for printing establishments. A history of the mutual insurance companies organized and operated among the various industries was cited. The advantage of mutual insurance among the allied establishments was explained and figures cited to show that the insurance is figured on an actual cost basis—no big salaries to pay to a large corps of officers, and the actual ex-

penses of conducting the insurance features kept down to the minimum. The insurance on the plants is written at current rates, each member contributing one years premium and assuming an ultimate assessment liability of five times the said sum to cover the possibility of extraordinary losses. At the end of each year the profits are divided among the members. The record for the past three years being the payment of 25 peer cent dividend to the members. So far the record this year shows an earning of about 30 per cent.

William T. Eicholz of Cusro, organizer of the Texas Mutual Fire Insurance Association and a veteran member of the Texas Press Association, who joined the printers' association at this convention, also addressed the meeting on fire insurance matters and explained the operation of the Texas association. He advocated mutual insurance, but stated that there was no reason why a printer should go to Philadelphia for insurance when there was a company in Texas just as strong and which offered just as good protection.

BENEFITS OF ASSOCIATION MEMBERSHIP

A. J. Embree of Belton addressed the convention on the subject of "Benefits Accruing From Membership in the State Association of Employing Printers." He advocated a wider membership, stating that every printer in Texas should be a member of the Employing Commercial Printers. The many advantages to be derived from membership in the association, educational, financial, fraternal and commercial, were presented in a forceful manner. The remarks of the speaker were not confined to benefits in a business way, but were more applicable to fraternal and social benefits to be derived from membership.

"The Printer's Credit at the Bank" was the subject treated in an excellent paper prepared by Ennis Cargill of Houston and read by the secretary. The relations now existing between the printer and the banker were clearly presented and the reasons for such relations. Also a presentation of the relations as they should exist was a part of the paper. It was recommended as sound business principles for the printer to free his establishment of all overhanging mortgages, and once his place of business is free, to keep it free from all indebtedness by not purchasing any machinery or equipment for which he will have to give a mortgage on his plant. It was stated that if this policy was carried out, the banker would be a friend to and would be glad and always ready to help the printer in time of need.

SECRETARY HEATH'S ADDRESS ON THE COSTS SYSTEM

An address by Secretary Franklin W. Heath of the United Typothetae of America on "The Costs System" was the next dicussion before the association. his address was considered one of the most important and most profitable delivered during the convention. Secretary Heath dealt with the costs system in detail as it is now employed in the large establishments of the North and East.

The system was exemplified by the use of six large printed charts, enlarged from the smaller charts to be used in the employment of the system in any office. The cost of any job is shown in every department of the print shop from the time the copy is turned in till the finished order is turned out. Also the cost and producing ability of every employe is shown by showing the time in which he is employed in producing work and the time employed in non-producing work. The system is very complete in all details and is the system being recommended and put in use by the United Typothetae.

J. S. Lowery of Honey Grove was introduced and called upon for a speech. He was introduced as "the Bill Nye" of Texas, the ex-president of the North Texas Press Association, and as the president of the "Buttermlik Club of Texas." In his remarks he stated that he was going to have introduced in the legislature to offset the effects of the ten-mile law now being considered a bill making the drinking of buttermilk by all persons compulsory. His remarks were very much appreciated.

Appropriate resolutions upon the death of an honored member, John W. Worley of Dallas, were read and adopted by a rising vote.

RESOLUTIONS ADOPTED.

The resolution committee, composed of J. E. Grinstead, Kerrville; James A. Dorsey, Dallas; J. V. Dealy, Houston, and J. S. Hill, Waco, who were appointed at Friday's session, reported the following resolutions, which were adopted:

We, your committee on resolutions, respectfully submit the following report:

Resolved, 1. That we heartily endorse the actions of the committee that was appointed to investigate the practice of printing return cards and other advertising on stamped envelopes by the government to the detriment of the printing trade. We especially appreciate the able paper prepared and read covering the subject, and recommend that the committee be retained and instructed to contiue the good work.

Resolved, 2. That the thanks of the association be extended to the Ben Franklin Club of Galveston, to the press of the Oleander City and to the citizens in general for courtesies extended and for hospitable entertainment afforded us during the convention.

Resolved, 3. That the employing printers of Texas especially appreciate the attendance at this convention of President Wilson H. Lee and Secretary Franklin W. Heath of the United Typothetae of America, and of President George H. Berry of the International Pressmen and Assistant's Union, and that our thanks be tendered them for their entertaining and instructive addresses.

Resolved, 4. That the thanks of this body be tendered to Mr. George M. Courts for his faithful efforts in behalf of the association as president, to Mr. Robert Clark for efficient and attentive service as treasurer and to Marvin D. Evans for his faithful work in the interests of the organization as secretary, and that we express our regrets that owing to illness in his family we are deprived of Mr. Evans' presence at this convention, and to all those who have contributed in any manner toward the success of the meeting.

OFFICERS ELECTED

On recommendation of the committee on nominations, composed of Fred W. Erhard, Galveston; W. E. Milligan, San Antonio; Sam Hargreaves, Dallas; C. C. Paxton, Fort Worth, and A. J. Embree, Belton, the following officers were unanimously elected for th coming year:

Forrest T Morgan, Austin, president.

Ennis Cargill, Houston, secretary.

Robert Clarke, San Antonio, treasurer.

Vice presidents: J. E. Grinstead, Kerrville; E. A. Adey, Houston; A. J. Embree, Belton; E. A. Nordhaus, San Antonio; H. C. Weiss, Beaumont; C. D. Reimers, Fort Worth; H. E. Byrne, Tyler; W. J. Knapp, Galveston.

Executive committee: J. E .Hill, Waco; G. M. Courts, Galveston; L. B. Clegg, San Antonio; M. D. Evans, Fort Worth; Henry Dorsey, Dallas; E. A. Thompson, Denison; Sam Hargreaves, Dallas; F. W. Erhard, Galveston; Henry Reese, Gonzales, sergeatnt at arms.

Under the general good of the order short talks were made by Henry Dorsey of Dallas, E. A. Baldwin of Austin, Wilson H. Lee of New Haven, Conn., president of the United Typothetae, and J. E. Grinstead of Kerrville. There being no futher business to attend to the convention adjourned to meet in the city and at time selected by the executive committee.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I KNOW of no other word in the English language that is greater, or vested with more important significance for humanity at large, than that simple little noun, a combination of Latin and French—"simplicity." It is the keynote of more than half the greatness in the world. It is back of all that seems supernatural or mysterious. It is the secret of all that is best. It is the doorway to all that is most difficult to attain, the ladder to the heights of the most glorious fame. Men are great generally in just the degree that they have, consciously or unconsciously, cultivated simplicity of speech, of manner, and of address. It is only because of their apparent simplicity that great inventions confound us and fill us with marvellings and awe. The most charming writers, the greatest preachers, the most powerful orators, the leaders in all professions are noted for their infinite simplicity of language, of rhetoric, of method and of speech. The greatest engineers, the most skillful artisans, the most dextrous strategists, the most clever actors—the greatest in any calling are those who have attained the highest degree of simplicity. The word is therefore a fitting motto for men of all vocations, and none the less for the men of newspaperdom, from the publisher on down to the lowest-salaried person on the pay roll. Nothing will endear the business manager to his patrons like a natural, unaffected personality; nothing will charm readers more than a simple, loving editorial style; nothing will more quickly and surely bring credit to the job compositor than an adherence on his part to design and display of least complexity; and nothing will bring heartier or surer recognition for the work of the ad-man or make-up than the application of "dignified simplicity" to their work. It is a word that should be inscribed in large letters over the doors of every department of every print-shop in the land. It is a word that should be instilled into the heart of every apprentice and exemplified in every accomplishment, since, through the application of simplicity alone can the best work be achieved.

A friend has favored me with a copy of that delightful paper, the Hillsdale, Mich., *Daily Standard Herald,* which happens to be of a special home-coming edition, gotten out in honor of the class reunions of the Hillsdale College. Like very edition of this fine sheet, this is fashioned after emienent standards of art in every department of its making. The pages are cleverly edited, neatly imposed and nicely illustrated. The ads are abundant and set in a strong, serviceable style. Editor D. W. Grandon's rare genius gives one a distinct and unmistakable glimpse of itself in his "Cozy Corner Chat," being an editorial department, along the David Grayson tone, that is most charming, to say the least. The golden thread that runs through this "chat" as a subject, is "Faith," which is one of the most essential articles in the editorial stock and store.

Few who have followed me in this department for any length of time are strangers to the name of the Alma, Kansas, *Enterprise,* of which I have been moved to speak commendably on several occasions in the past. Here I have another copy or two of this fine country sheet, the sight of which is the same as that of an old-time friend. The *Enterprise* is a fine type of the "country weekly." It is a seven-column quarto with ready-printed interior, and will be most readily recognized as that sheet which carries the record-breaking number of country correspondence letters. This is really its specialty feature, there being always from fifteen to twenty of these letters, some of which occupy nearly a full column. Besides these, of course, there is a pageful of locals and personal mention items and a bright editorial department. There is a good, clean print on the *Enterprise* and a satisfactory feature is the compositor's partiality to liberal margins and masses of white. There is, however, too pronounced a tendency to the use of dashes, ornaments and underscores to permit of a really artistic aspect.

Still another old-time friend is the Hebron, Neb., *Champion,* and one which it is also a rare pleasure to meet again. The copy before me is rather a "muddy" one, showing imperfect ink-distribution and pos-

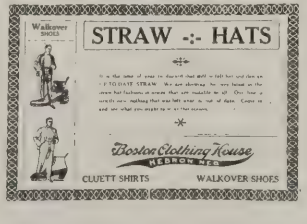


Exhibit 1

sibly poor make-ready. It consists of twelve pages and quarter-sheet supplement, with contents of a fairly creditable character. There are a good many typographical errors in evidence in the straight matter, which is so frequently the case where incompetent

compositors are at the cases. The make-up of the first page is excellent, its attractiveness being enhanced by the use of two large half-tones. In Exhibit No. 1, I am reproducing an advertisement from this paper, which, while very creditable in general aspect, is nevertheless full of technical faults. The hyphens and colon between the two words in the main display line are highly obnoxious, ase are also the obsolete ornaments above and below the body mass. Equally as objectionable is the double cut-off rule over the signature. How I wish that all ad-compositors could become fully impressed with the extraordinary advantage of simplicity in their work. It is worth more than all the ornaments, flourishes and curliques that the typefounders ever molded.

For excellence of contents, neatness of typography and beauty of impression, there are few papers that compare with the *Dakota Republican,* that big, prosperous sheet of Vermillion, South Dakota. I have two issues of it in my lap, both of which are eminently high grade in all of the particulars mentioned. Each

THIS STORE WANTS YOUR BUSINESS

HERE ARE GOOD COMMON SENSE REASONS WHY YOU SHOULD PATRONIZE THIS GOOD QUALITY STORE.

WHEN YOU BUY CLOTHES OUR WAY

THE HOUSE OF KUPPENHEIMER

YOU WILL NEED A TRUNK OR A SUIT CASE SOON

Here Are a Few Specials.

A FAMILY SHOE STORE.

Special Mid-season Sale of Ladies' Tailored Suits and Coats.

At Our Corset Dep't

HENDERSON

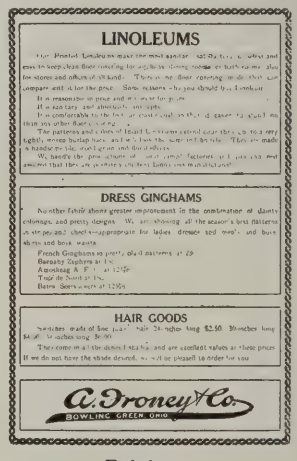
Lee & Prentis

Exhibit 2

is liberally illustrated—and the print is a joy forever. When the displayed ads are kept off the front page (which is sometimes the case) the inspection of such a superlative newspaper becomes simply a delight The ingenuity of the make-up man in framing up neat little poetic "squibs" to eke out odd spaces aside of cuts, ets. is surprising as well as highly appreciable for one with an eye for art. If there is another country weekly with such an abundance of reading matter, so ideally impressed, so free from typographical errors, so entertaining in characterr, I haven't seen it. Generally, it seems to me there is a little too great a proneness on the part of the ad-man to use useless ornamentation and underscoring, but this fault is entirely absent from the attractive specimen being shown as Exhibit No. 2. This ad reaveals a most sane and conservative taste.

I am presumably indebted to Brother J. A. Hood for this copy of the Ocean Grove, New Jersey, *Times,* which still keeps abreast of the high standards of excellence observed at the time of my initial introduction to it several years ago. This issue of the *Times* tells in one of its front page headed stories, of the completion of the new *Times* building, a structure of frame with stucco finish, two stories in height, with cement cellar; the approximate dimensions being 29x51 feet. From this description one must judge in agreement with the author that the new *Times* building is an ornament to the Grove and a source of joy and comfort for the office force.

That good friend, George H. Speck, the man who has made himself famous as the plucky, boosting, enterprising publisher of the Pemberville, Ohio, *Leader,* than which there is no better country weekly anywhere, has thought among all his other busy thoughts of the day to send me another copy of his inimitable "big little" paper. As I ran through its pages I simply marveled to note that Editor Speck's steam is still pounding fresh and strong up to high pressure, same as ever. He must simply be a dynamo of inherent newspaper-making ability and ardor. How else could he keep up such a strenuous, snappy, indefatigable style? There's his hundred weekly headed stories, his locals, his "notes," his "pencil and scissors," his


LINOLEUMS

DRESS GINGHAMS

HAIR GOODS

A. Droney & Co.

BOWLING GREEN, OHIO.

Exhibit 3

"on the sides," Pemberville history, additional locals, etc., etc., all quite as much in evidence and all quite as vigorously interesting or funny, as the case may be, as ever they were. And besides all this, there are still the ads, all just as neat and carefully attended to as they seemed on the day when I pulled the wrapper from my first copy of the *Leader.* And the manner in which Brother Speck is making up the pages of his paper now is a matter over which I can most heartily rejoice and felicitate—they are arranged strictly in accord with the system outlined so many times here as the proper thing in imposition: The big ads are all at the bottom, right-hand side, with the smaller spaces graduating toward the top. Thus the right-hand side of the page is occupied with ads, whereas the left-hand side holds the reading matter. Thus, also, is the greatest number of ads permitted

to run alongside of pure reading matter—that much-sought-after position. The man who sets these ads, too, is one who has caught a full appreciation of the advantages of the "simple way," as I go to prove by illustration. (Exhibit No. 3.) Apropos of these *Leader* ads, it is interesting to note what this genius-editor says of the subject of advertising in this very issue of his paper:

"If there is one enterprise on earth that the quitter should let alone, it is advertising. To make a success of advertising, you must be prepared to stick like a leach. A business man should know before he begins that he must spend money—lots of it. He cannot hope to reap benefits commensurate with his expenditures the first month. Advertising pulls—doesn't jerk. The pull may be very gentle at first, but it is steady and it will increase day by day, month by month and year by year until its power is irresistable."

Withal, I was moved to the somewhat facetious suggestion that the editor of the Pemberville, Ohio, *Leader* is a pretty big "Speck" in the newspaper fraternity.

Apparently this department is to prove a veritable "home-coming" of old-time friends: Here is another one of them—*The Daily Argus,* of Dalton, Georgia, a six-column folio, which as small dailies go, is a fairly creditable production. In a sub-head slogan, the *Argus* describes itself pretty accurately as follows:

"The telegraph service of *The Argus* covers the news of the entire world. It is supplemented by a local news service unexcelled by the reportorial service of any newspaper South, making it a physical impossibility for any person living in this section to do without *The Argus* except at a distinct loss. All the local news first."

All the typography of this sheet is plain and strong, the straight matter linotyped, and the print above criticism. A colored comic supplement is a regular addition to the Saturday issues.

In so far as the Barrington, Illinois, *Review* is among the ranks of the clean-front-page devotees, it is commendable but regretably the contents of the sheet are too limited. I refer, of course, to the local matter, which is considerable in the minority, the main part of the paper being filled with plate. So far as it goes, however, the local matter is commendable, there being several correspondent's letters and a couple of headed articles. There ought to be a great deal more news to be gathered about town, which would, if displacing the plate, make a much more desirable paper of the *Review.*

From another copy of that popular little paper, the Pemberville, Ohio, *Leader,* to which I gave space above, I extract the following bit of joyful news, which goes only as another proof of the thrift and progressiveness of Editor Speck:

"The *Leader* has a happy surprise in store for its readers, but we can keep the secret no longer.

"A Junior Linotype has been ordered and will probably be installed early in July. The machine was to have been shipped from New York the first of this week."

Long before this tiem reaches the reader's eye, the new Junior will doubtless have been installed, and it is with breathlessness that I await a copy of the *Leader* under the new dispensation.

A notable paper was the late "Booster Edition" of the Hannibal, Missouri, *Courier-Post,* consisting of twenty-eight pages all replete with highly entertaining matter appertinent to the home city, well embellished with cuts, and liberally interspersed with advertisements of great and small spaces—mostly great. In many respects the *Courier-Post* is high class, especially in point of editorial work and make-up. The news-service is always good, too, and the print modern. This booster edition showed that the paper is a live one, run by live men, supported by live men and all in a live town.

Inadvertently a copy of the Milford, Illinois, *Herald's* special Easter edition of sixteen pages and cover has escaped mention until now. It was a highly creditable effort and most generously patronized by local advertisers. In both extent and character the contents of this special were worthy of praise, and I have been really pleased with the typography of this sheet,

Exhibit 4

which in its simplicity and high degree of proper art ranks considerably above that ordinarily met with on country papers. One of the forceful, simplified ads has been selected for reproduction, practically at random. (Exhibit No. 4.) Eugene L'Hote is the editor of this promising paper, and is to be congratulated upon the depth and purity of his editorial work. The printing of the *Herald* is well done.

Another publication, the review of which is considerably belated, is this *News-Miner* of Republic, Washington. The *News-Miner* is an all-home-printed, six-column folio, and to many it would appear as a newspaper freak. One consoling feature is that the front page is clear of displayed advertising matter, nevertheless the aspect is anything but beautiful. This unsightliness is due principally to the fact that several different kinds and sizes of head-letter are used, and when fonts ran low they were sorted up from neighboring cases of different faces. The two inside pages are made up of solid advertising matter, which speaks well for the town, if nothing else. The back page contains little more than a half column of reading matter. But the most interesting thing about this publication is an article headed, "Republic Press Club Takes a Holiday," which, after proper introduction plunges into the following diverting history of the machine upon which this specimen was impressed:

"Chief interest centered in the old newspaper press whose history the memory of man extendeth not to the contrary. It is perhaps the most celebrated and widely known press in the Northwest today, having been brought around the Horn from New York in the early part of this century.

"The press was used by Mr. Harper while conducting a newspaper in the Big Bend country about fifteen years ago.

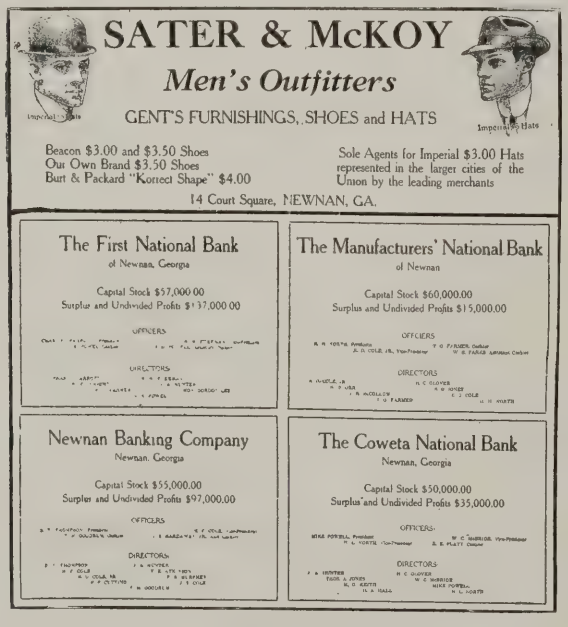
She is an old comrade of Mr. Riordan, who when a boy, used to manipulate her in a print shop in the Southern part of the State. She has been called Mathusala, owing to her mature age. She has gladdened the hearts of orphans, and widows, succored the opppressed and down-trodden, and been a menace to evil-doers for many centuries. Many a town in this state has hearkened to her wailing notes as day after day she has ground out truths and untruths and spoken the words that make or unmake the great of earth.

"From some unknown spot within the bowels of this venerable machine emenates a peculiar, a mournful and piteous sound, resembling "the far-away howl of a cayote." From whence it cometh the most skillful of press doctors have been unable to determine. The theory is advanced that she is wailing the loss of those patterned after her own likeness which have ceased to grind or else mourning for the sins of an ill-spent youth.

But from present indications her days of usefulness are well-nigh numbered and in view of this fact we are negotiating for the purchase of an Optimus, a machine that has taken first prize for flatbed printing at all the national exhibitions in this country and abroad."

A creditable newspaper specimen is this copy of the Fanquier *Democrat*, of Warrentown, Virginia. The front page is a clean one and neatly made up, with strict regard to balance and general appearance. The contents are high grade and well edited and the patronage accorded the sheet by local advertisers is extremely liberal. The *Democrat* is a six-column, all-home-printed quarto, and while the make-up of the pages, other than the first, is considerably out of kelter, nevertheless, there is little with which one might reasonably find fault.

Another very good paper which has lain a long time on my desk awaiting notice is this *Weekly News* of Newman, Georgia. Regularly it is a linotyped all-home-printed, six-column quarto, and is brimful of the best to be gathered for a local weekly. But what I


SATER & McKOY

Men's Outfitters

GENT'S FURNISHINGS, SHOES and HATS

Imperial Hats

Beacon $3.00 and $3.50 Shoes
Our Own Brand $3.50 Shoes
Burt & Packard "Korrect Shape" $4.00

Sole Agents for Imperial $3.00 Hats represented in the larger cities of the Union by the leading merchants

14 Court Square, NEWNAN, GA.

The First National Bank of Newnan, Georgia
Capital Stock $57,000.00
Surplus and Undivided Profits $137,000.00
OFFICERS
DIRECTORS

The Manufacturers' National Bank of Newnan
Capital Stock $60,000.00
Surplus and Undivided Profits $15,000.00
OFFICERS
DIRECTORS

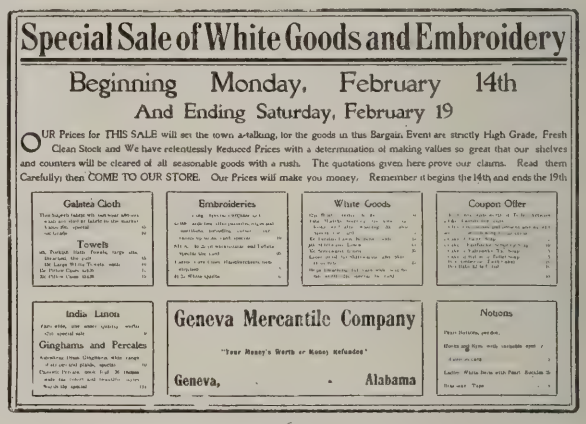
Newnan Banking Company
Newnan, Georgia
Capital Stock $55,000.00
Surplus and Undivided Profits $97,000.00
OFFICERS
DIRECTORS

The Coweta National Bank
Newnan, Georgia
Capital Stock $50,000.00
Surplus and Undivided Profits $35,000.00
OFFICERS
DIRECTORS

Exhibit 5

wish to confine myself to principally is the fine Industrial Edition issued by this publication, consisting of some twenty pages, or thereabouts, filled up with matter taking in everything in the commercial and industrial interests about Newman, from the smallest business concern to the greatest manufacturing plant. This special was doubtless engineered by Mr. and Mrs. C. H. Loop, special edition experts and biographers, of Morristown, Tennessee. One thing that is instantly noticeable from a scrutinty of this specimen is that the *Newman Weekly* shop is equipped in a highly modern and efficient way, the type faces being invariably of most popular and serviceable fonts. This, of course, has been an inestimable aid to the mechanical makers of this fine special edition, which as an advertisement for the town and print-shop from which it emanates cannot be excelled. Exhibit 5 is a selection from the displayed portions of this mammoth special. It will show the fine typography and the modest styles adhered to. I cannot afford to venture further into an attempted description of this specimen, which, suffice to say, with all of its columns of matter and accompanying illustration, rivals my limited vocabulistic powers, and stands as a fine monument to the enterprise of its worthy publishers.

Exhibit 6 is an advertisement specimen from O. K. Williams of Geneva, Alabama, and is selected as the


Special Sale of White Goods and Embroidery

Beginning Monday, February 14th

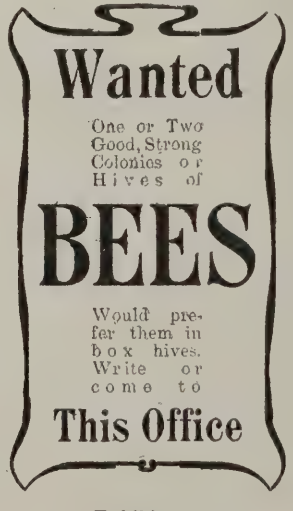
And Ending Saturday, February 19

OUR Prices for THIS SALE will set the town a-talking, for the goods in this Bargain Event are strictly High Grade, Fresh Clean Stock and We have relentlessly Reduced Prices with a determination of making values so great that our shelves and counters will be cleared of all seasonable goods with a rush. The quotations given here prove our claims. Read them Carefully; then COME TO OUR STORE. Our Prices will make you money. Remember it begins the 14th and ends the 19th

Galatea Cloth
Towels
Embroideries
White Goods
Coupon Offer
India Linon
Ginghams and Percales
Geneva Mercantile Company
"Your Money's Worth or Money Refunded"
Geneva, Alabama
Notions

Exhibit 6

best out of a group of several newspaper ads. The underscoring below the main line is considerably too heavy; it detracts materially from the strength of the type. It would have been preferable to have set the two lines pertaining to the opening and closing dates


Wanted

One or Two Good, Strong Colonies or Hives of

BEES

Would prefer them in box hives. Write or come to

This Office

Exhibit 7

of the sale in the same size type, with the introductory mass in a measure a couple of picas shorter, to allow of more white at each end. Too much space is consumed by the signature—that is, the signature has been spread out over too much space. It would have

looked better, no doubt, thrown to the center of the panel. A well-displayed little specimen from the same compositor is shown in Exhibit 7. The display lines tell the story—"Wanted—bees—this office."

Exhibit No. 8 shows a page of ads from the Lawrenceburg, Indiana, *Press,* which are very neatly, simply and attractively gotten up. Exhibit 9 is a speci-

Exhibit 8

men from the pages of the Laurel, Nebraska, *Advocate,* which by the way, issued on green paper last St. Patrick's Day, a fact which I believe I failed to mention in season.

This ad speaks for itself. There ought to be always a lot to learn from the printed matter sent out by the

Saturday April 9
OPENING
Saturday April 9
A brand new line of
Men's and Boys' Clothing
all of the latest and most up-to-date styles of Men's Suits cut from and popular shades of cloth at prices from
$10.00 to $30.00
Young Men s and Youths long pant suits at prices from
$7.00 to $20.00
Boys Knee Pant Suits just the kind to please you, at from
$2.50 to $7.00
Also a full line of Children's Wash Suits
Hats
All the latest shapes and colors for men and boys, in Stetson, Tiger and Champion hats
Peters Shoes
A full line of the right shapes, leathers and colors in mens and boys' shoes and oxfords
In New Building Adjoining Wilson Bros.
Laurel, Neb.
Economy Clothing Co.

Exhibit 9

great type founderies. The temptation with their printers, however, is invariably to overdo the work. It is a good deal as it used to be with old-time job offices in getting out advertising for themselves: They endeavored to have every type in the shop represented in each individual job. However, here in Exhibit 10 I have a specimen from a late copy of the *American Bulletin* (American Type Founders, Minneapolis),

ANNOUNCEMENT
Our MAMMOTH Shipment of Farm Implements have arrived and we extend a cordial invitation to all Farmers to call and investigate the merits of our seasonable Machinery before buying elsewhere. We can also save you money on Harness. We handle the Studebaker line and believe it to be the best manufactured. If in need of a new Buggy remember we have the Henney make and will guarantee it in every particular. Come in and inspect our line if you want to buy at the right price—a price that competition cannot touch—quality of goods considered, of course...
Brann -&- Davison.

Exhibit 10

which is really a beautiful example of neatness and simplicity. I should have preferred the secondary display lines all centered over the descriptive mass, however, if the ad had been mine.

The Lynden, Washington, *Tribune* is now linotyped—I can't remember that it was so when I last had the pleasure of inspecting it. And I want to insist upon it, when I used that word "pleasure," just then, I did so thoughtfully; I wasn't merely employing a hackneyed term worn out by all of us who wish to appear polite; but I meant it; for an inspection of a paper with the scribblings of a genius like Dan Cloud reduced to cold type in its columns, cannot be other than a pleasure to a fellow whose head is so shaped that he can appreciate such "dinky but cute" features. I can't see (judging solely by the copy of the *Tribune* in hand) that Dan makes much of a pretension of getting out a *news*-paper, according to the generally accepted idea; but he gets out a paper after a fashion of his own—and I dare say the reason why there aren't more such papers is because there aren't many of us who could get onto the fashion. I dare say further that Dan's readers like the *Tribune* quite as well the way it is as they would if it were different. From start to finish the *Tribune* appears to be a joke; after one studies it a moment, however, he changes his mind and concludes the editor was quite serious; and then the next thing one wonders whether he was joking or serious; one can't tell which; and that's probably just what saves Dan Cloud's face. Imagine a country editor saying this of one of the dignitaries of his state: "Mr. Watts isn't pretty, but he always reminds me of Webster's dictionary. He looks like he knew so much that he ought to be bound in leather. I've got a notion that it isn't all looks, either." Or this: "Treasurer Wilson is a homely cuss, but he looks honest and folks say he is." There aren't many of us country editors with nerve enough to thus openly express our personal opinions of the "big bugs" from the state house. It is this unique simplicity—this droll wit—that saves Dan Cloud, all right. Of course, I didn't mean to intimate that the *Tribune* doesn't give the news—there's a couple columns or more of locals besides as much of country correspondence; but Dan writes up funny sketches about the simplest things, puts a foxy head over them and, as if

by magic, they become the most charming, laughable reading you ever set your eyes on. How he does it is a miracle, because it's a gift, which the Father failed to hand out to all of us alike. I'm glad that Dan got it. Somehow it fits him.

That the Springfield, South Dakota, *Times* has a very skillful compositor on its staff, is attested by the

Wood Goods
Dorsey Combination Pressroom Cabinet
WRITE FOR PRICES
Everything that is advertised by the Hamilton Manufacturing Company is available at all Selling Houses of American Type Founders Company at the lowest prices and best terms

Exhibit 11

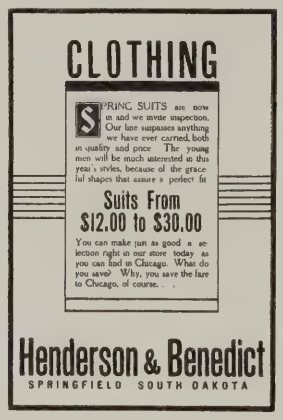
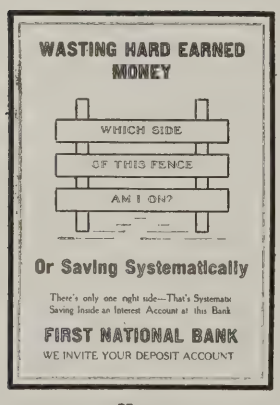

CLOTHING
SPRING SUITS are now in and we invite inspection. Our line surpasses anything we have ever carried, both in quality and price. The young men will be much interested in this year's styles, because of the graceful shapes that assure a perfect fit
Suits From $12.00 to $30.00
You can make just as good a selection right in our store today as you can find in Chicago. What do you save? Why, you save the fare to Chicago, of course. . .
Henderson & Benedict
SPRINGFIELD SOUTH DAKOTA

Exhibit 12

GENUINE DIAMONDS
On the Installment Plan
MAY BE a good system, but it is far more satisfactory to issue a check on your home bank in payment of such things. We extend every possible courtesy to depositors at all times, and respectfully invite your deposit and checking account.
Bank of Springfield
SPRINGFIELD, SOUTH DAKOTA.

Exhibit 13


WASTING HARD EARNED MONEY
WHICH SIDE
OF THIS FENCE
AM I ON?
Or Saving Systematically
There's only one right side—That's Systematic Saving Inside an Interest Account at this Bank
FIRST NATIONAL BANK
WE INVITE YOUR DEPOSIT ACCOUNT

No. 14

EASTER
MILLINERY OPENING
We desire to announce to the ladies of Springfield and vicinity, that we will have our Easter Opening, Friday and Saturday, March 18 and 19, 1910. We have a fine line of Trimmed Hats for street and dress wear, for Ladies, Misses and Children, also some up to date Motoring Bonnets. It is the largest and finest offering of up to date Millinery ever shown in Springfield, and all the Ladies are cordially invited to call and inspect the stock while the assortment is complete.
KELSEY & ISAACSON
MILLINERS.

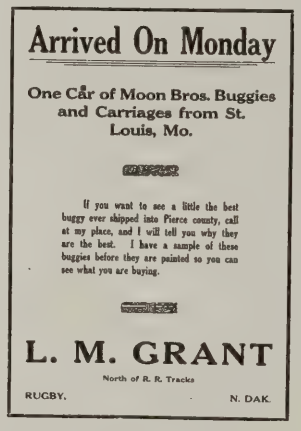
No. 15

Exhibits shown herewith (Nos. 11-15.) Probably a trifle grotesque, but nevertheless very tasteful.

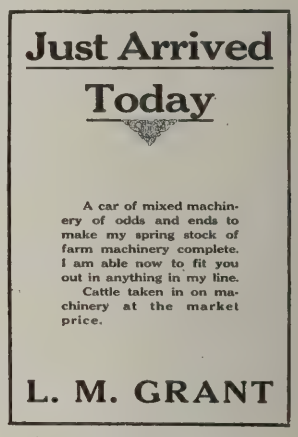
The *Jackson Republican* of Maquoketa, Iowa, is a six-column quarto on ready-prints. It runs a goodly amount of home-set matter and carries a neat style of heads and a fairly decent make-up, although far from correct, inasmuch as displayed ads find position on the front page and ads are inserted on both sides of other pages. The advertisement composition and press-work are ordinary.

There aren't many offices with a better selection of type faces in them than that of which the *Pierce County Tribune* of Rugby, North Dakota, can boast,

Exhibit 16

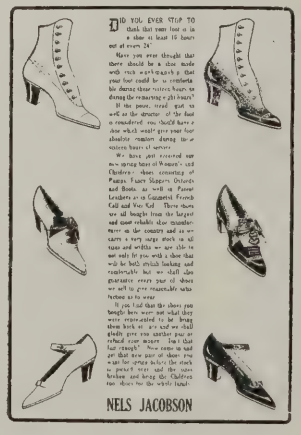

Arrived On Monday
One Car of Moon Bros. Buggies and Carriages from St. Louis, Mo.
If you want to see a little the best buggy ever shipped into Pierce county, call at my place, and I will tell you why they are the best. I have a sample of these buggies before they are painted so you can see what you are buying.
L. M. GRANT
North of R. R. Tracks
RUGBY, N. DAK.

No. 17

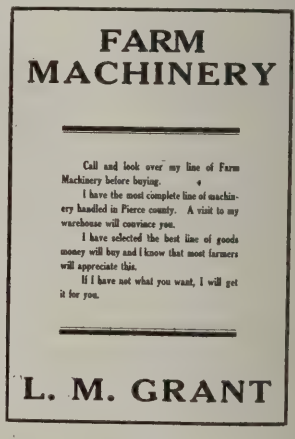

Just Arrived Today
A car of mixed machinery of odds and ends to make my spring stock of farm machinery complete. I am able now to fit you out in anything in my line.
Cattle taken in on machinery at the market price.
L. M. GRANT

No. 18

and there are few papers who get a finer bunch of ads to use their type in.. (Exhibits 16-21.) Note the



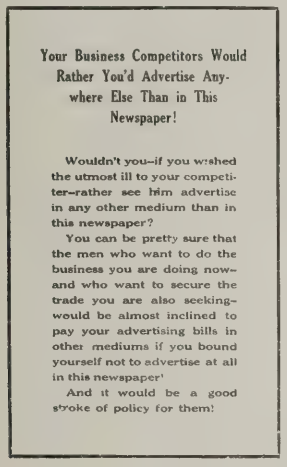
No. 19


FARM MACHINERY
Call and look over my line of Farm Machinery before buying.
I have the most complete line of machinery handled in Pierce county. A visit to my warehouse will convince you.
I have selected the best line of goods money will buy and I know that most farmers will appreciate this.
If I have not what you want, I will get it for you.
L. M. GRANT

No. 20

effective way in which Nels Jacobson makes his cuts talk for him in his ads.

"New Castle, the Rose City," is the title of about the nicest souvenir edition which I have ever seen. It is published by the *Daily Times,* of New Castle, Indiana, and is certainly a fine tribute to the skill and enterprise of that publication. In the center of the front cover page is a beautiful red rose in natural colors, and inside is page after page filled with long articles and many pictures, completely covering the city of New Castle, its people, its churches, schools, commercial enterprices, industrial plants, etc. Throughout, all the work on this fine publication is indicative of the highest skill and most modern equipment. Had


Your Business Competitors Would Rather You'd Advertise Anywhere Else Than in This Newspaper!
Wouldn't you—if you wished the utmost ill to your competitor—rather see him advertise in any other medium than in this newspaper?
You can be pretty sure that the men who want to do the business you are doing now—and who want to secure the trade you are also seeking—would be almost inclined to pay your advertising bills in other mediums if you bound yourself not to advertise at all in this newspaper!
And it would be a good stroke of policy for them!

No. 21

one only this elegtnt souvenir to write about, there would be ample inspiration in its beautiful pages to fill a volume, but as there are still many papers awaiting my inspection, I am forced to stop, thus prematurely it seems, but not before extending my thanks to the *Daily Times* for this copy of the souvenir.

Exhibit 22 is a specimen from Editor R. H. Fad-

No. 22

den's Neche, North Dakota, *Chronotype,* in which the central ornament is a superfluous touch.

And here's another copy of that very admirable weekly, the Dundee, Illinois, *Hawkeye,* of which I have written several times in the past, in a more or less complimentary strain. The *Hawkeye* is none the less worthy of compliment at this date, with its clean front page, commendable contents and good typography. By the latter I refer to the head styles and straight matter, since the advertisement composition, in the main, is deserving of but little praise. It has the look of the work of a novice—a novice, however, not without ideas and a striving after modern designs, which I trust will be attained by study and practice.

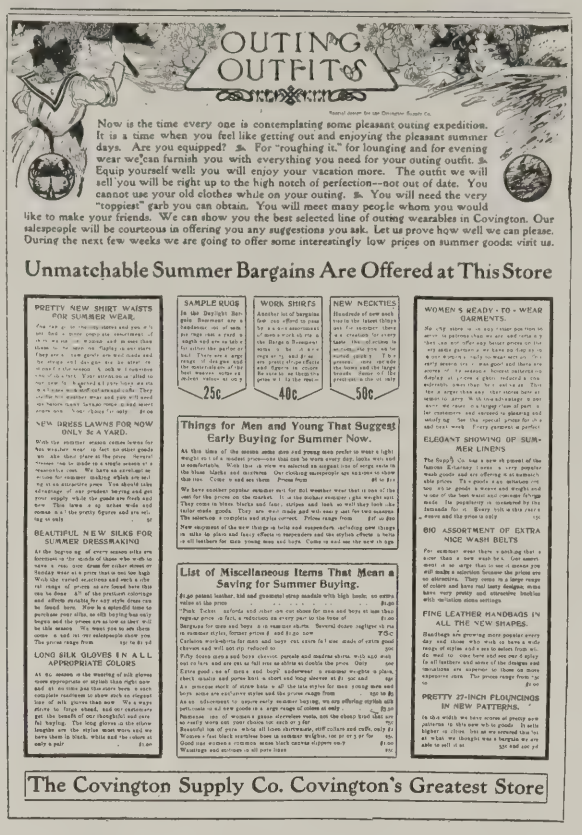

OUTING OUTFITS
Unmatchable Summer Bargains Are Offered at This Store
The Covington Supply Co. Covington's Greatest Store

Exhibit 23

Exhibits 23 and 24 are specimens from the Coving-

Exhibit 24

ton, Tennessee, *Leader,* and the handiwork of Tom McGregor. They are both clever pieces of work.

Warren G. Harding, proprietor of the Marion Evening *Star,* was nominated by the Republicans for govenor of Ohio, at the state convention in Columbus, recently.

POINTERS ON REPORTING.

"Get the news in the first sentence."

"Tell your story."

"Keep it short."

"Put some life into it."

"Keep yourself out of it."

"Don't imagine that the copy reader, the proofreader or Providence will punctuate for you."

"Think of today, tomorrow, next week, not yesterday."—Prof. Bleyer, to Wisconsin University Students.

The Handling of the Great News Story

ON Tuesday, August 9th, the country was shocked by the news of the shooting of another prominent public man, Mayor Gaynor of New York, as a sacrifice, as was President James A. Garfield, to machine politics, that treats offices as rewards to be claimed by ring or partisan henchmen. Fortunately, as reported at the present writing, at least, the assassin's bullet did not do its intended work, a noble life is to be saved and the country breathes easier. The manner in which the news story of the thrilling event was handled may now be considered with a due appreciation of the enterprise shown.

Mayor Gaynor was on the deck of an ocean steamer, holding brief conversation with and bidding good-bye to his friends, just before starting for a month's vacation in Europe. A number of cameras were pointed at the time, in order to get the last portrait of him and his friends before the start and, almost simultaneously with the shot came the click of cameras, already in position, so that the plates recorded exactly the appearance of the Mayor, as supported by the arm of a friend a second after the bullet had found its mark. The *Fourth Estate,* in its issue of August 13th, gave the following account of how the news was received and handled by the New York dailies:—

The past week has been the busiest that the New York newspapers have experienced in many years, on account of the shooting of Mayor Gaynor on the steamship in Hoboken, N. J., on Tuesday as he was about to sail for Europe on his vacation.

From 9.43 Tuesday morning when the afternoon papers took up the handling of the case, until far into Wednesday morning, when the morning papers sent their story of the affair on the streets, there was not a moment's rest in New York newspaperdom; when the papers were not issuing special extras on the reports of the wounded city executive's condition there were the bulletins every few minutes to keep the residents of the city in touch with the hospital in which surgeons were frantically working over the mayor.

Tuesday morning broke in the offices of the afternoon papers with nothing of special interest to lead with. A railroad wreck in California had killed a number of passengers, but the morning papers had covered the accident pretty thoroughly, so there was nothing to do but add what other few details could be obtained, put on a modified "scare head" and feature it as the leading story for the first editions.

It was known that Mayor Gaynor was to sail for Europe from Hoboken that morning, but nothing very promising, outside of a few comments on civic conditions he might make to the newspaper reporters before his departure. The regular men who every day cover the departure of prominent persons for Europe had been given the assignment, and were at work taking pictures and obtaining whatever statements he was making for publication.

FIRST NEWS.

It was 9.45 when the telephone bells in the various offices began to ring frantically and the information came that an assassin had shot the Mayor. Activity was no name for the turmoil that ensued. Star men were dispatched to the scene as fast as it was possible to get them there. The make up of the regularly planned editions was ripped asunder, four-page "flyers" were made up on the instant, "scare" heads the full width of the pages were put on over the announcement, which was in some cases but a half-dozen lines, and out they went on the streets as fast as the big presses could print them. Papers were issuing from the offices in old "newspaper row" almost as fast as flakes in a snow storm. They were quickly seized by newsboys or thrown pell-mell into automobiles for distribution in every part of the city, where they were bought up as fast as it was possible to exhibit them to the excited residents.

From the newspaper offices further down than Park Row—the Post, in Vesey street; the Mail, at Fulton and the home of the Telegram—uptown in Herald Square steady streams of papers were issued and covered their immediate neighborhoods before others could reach the sections.

The *Evening Post,* the city's conservative three-cent evening paper, surprised everybody by being on the streets as soon as its contemporaries with a four-page "flyer" selling at one cent. As in most of the other cases make-up rules were side-tracked in the rush on the Post and it must have been a big surprise to its clientele to find one of the paper's minor departments—"The World of Sports"—prominently featured on the front page. This evidently was the handiest page to get at and the matter in the leading column selected to come out for "the story of the day."

GETTING THE DETAILS.

By the time the "flyers" had been circulated, the public had been worked up to its highest pitch and was calling on the newspapers for more information.

Enough particulars of the case had come in by this time to make up a tolerably good story and had been put on the presses and was ready. Like the first announcements, they were scattered through the city and circulation departments probably have some records to show that they can gaze at in admiration for many years to come. This practically was only the begining of the rush, for as soon thereafter as new details were obtained out went more "extras." Few were unsold. Readers eagerly bought up every paper that came near them, and it was not uncommon until the excitement wore off a bit, to see men and women with half a dozen papers before them trying to read them all at once.

Between the issuing of "extras," bulletins were displayed in front of the various offices that were eagerly awaited by onlookers. Some of the most remarkable pictures ever obtained of a happening of this kind were taken by photographers of press associations and news papers. It seems that at the moment of the shooting cameras were pointed at the mayor from every angle to obtain the latest picture of him before starting on his journey. Simultaneously with the clicking of the cameras the shots came and the plates recorded the look of the victim as the bullet hit him.

These were rushed over to the offices and put in the first issue that it was possible to catch. The pictures caused much comment everywhere and will propably remain in many households as mementos of the happening for many years to come.

At Pine Camp, N. Y., where the New York Militia and regulars are maneuvering, the New York *World* and *Tribune* apprised the soldiers of the happening in a novel manner. The news was received by the circulation men at the camp after the regular papers had been sent on their way from New York, but the *World* and *Tribune* men immediately had fly sheets announcing the facts run off on the presses of the Carthage *Republican,* in the nearest town, and inserted them when the papers arrived.

Wednesday morning's papers were featured with stories and pictures of the happening, in several cases entirely

filling six or seven pages. The *Herald* issued an edition of twenty-six pages, while the *Times* was next with twenty; the others were not far behind.

NEWSPAPER MEN HEROES.

Newspaper men, outside of their work in letting the public know of the accident, played an important part in the drama. They were the only ones with the mayor at the time, besides his secretary, members of his cabinet and a few personal friends to whom he was saying "good-bye." Corporation Counsel Archibald R. Watson, for some time editor of the *Bench and Bar Magazine;* Robert Adamson, secretary to the mayor and a former New York *World* man; and Henry C. McMillen, political editor of the New York *Evening Mail,* and the man who covers the Legislature at Albany for that paper, played prominent parts.

It was McMillen who succeeded in wresting the revolver from the murderer, and Adamson probably saved the mayor from instantaneous death by knocking the pistol out of line with the mayor's head after the first shot had been fired. The second bullet on this account went up in the air and the third one went by Adamson's face. The assailant, having succeeded in getting loose, sought to take revenge on his victim's protector for interfering with him.

McMillen, Adamson and Watson immediately jumped into the thick of the fray and were the first to pounce on the shooter. After a hard fight, with the help of others of the mayor's friends, city officials and police, they succeeded in subduing him and dragging him to an automobile which took him to the police station, but not before he had got rid of two more bullets, one of which hit Street Cleaning Commissioner Edwards in the arm. The latter was a most prominent factor in subduing the assailant, who afterwards gave his name to the police as James J .Gallagher of New York, a discharged city employe seeking revenge.

The attempt on the life of Mayor Gaynor has been the only happening of its kind of any great importance in America since the assassination of President McKinley in 1901.

ACCURACY AND TRUTH IN BOTH ADVERTISING AND NEWS NOW DEMANDED.

Knowledge Increases Respect for Right-doing—Newspapers Natural Business Builders.

It is not so long ago that all advertisements were looked upon with suspicion.

They were accepted by the people upon the theory that the moral code did not apply to trade—that it did not exact accuracy of statement on the part of merchants.

To-day, the advertisement that does not bear, on its face, evidence of truth, is rejected by the public. It is a flat failure.

The merchant who lies about the merchandise he sells stands about as much chance of succeeding as does the man in any community whose word is not accepted.

As we grow in knowledge, so does our respect for right-doing increase.

Education is the people's safeguard from the wiles of the deceivers in advertising, and that is the reason the deceivers do not attain permanent success.

Newspapers are natural business builders. They are the quickest and generally the safest carriecrs of messages from advertisers to homes everywhere, every day.

I admit to partiality in my judgment of newspapers. To my mind they are the greatest power in the world.

They print the spoken word almost as soon as it is spoken. They reproduce everything except the human voice, and do it quickly and intelligently.

The church, the public school and the newspaper form a triumvirate of charactar, education and general uplift in every community.

Newspaper publishers, therefore, should not print in their news or advertising columns anthing that carries with it a suggestion of insincerity or inaccuracy.

The value of newspaper publicity is greatly enhanced when publishers insist that advertisers who buy space in their columns confine their announcements to statements of actual fact.—Wm. C. Freeman in New York *Mail and Express.*

MISS VIRGINIA CLAY RECOVERING FROM A SEVERE ILLNESS.

Members of the National Editorial Association will be interested in reading the following, from the Athens, (Ala.) *Democrat,* as to a highly-esteemed lady member of the Association, who read a paper at the Guthrie convention in 1905, on "Women in Journalism," and will hope that her recovery may be rapid and complete, and that she may be able to attend many future conventions:

Miss Virginia Clay, the brilliant and popular editor of the Huntsville *Democrat,* is recovering from a long and tedious illness. It is a source of great pleasure to the press of Alabama to know that this bright particular star in its firmament is rapidly returning to health and vigor and that the gems that have dropped from her pen will still continue to glisten on the pages of literature and that her genial and happy presence will still be felt in the community in which she has shed so many bright rays and soothed so many aching hearts by her sympathy and words of condolence. Alabama has no brighter daughter, Southern journalism no sweeter spirit, womanhood no purer member, and her recovery fills the hearts of all who know her with gratitude to Him who does all things well.

A NEW PAPER AND A CENTENNIAL CELEBRATION.

Parkersburg, W. Va., has a new $1.00 weekly devoted to local news and interests and Republican in politics. The name is the Parkersburg *Trlbune.* It gives up the entire first page to local news. The Parkersburg Centennial to be held from September 5th to 10th, is given large space and the paper offers a ten-dollar prize for a Centennial poem, to be read at the opening exercises.

Residents of the county over eighty years of age are to be named as honorary Vice--Presidents and to occupy a place on the platform. An Old Colonial Homestead is to be erected in the city park. The house, which is in reality a mansion of its day, is over one hundred years of age, and is well known to half the citizens of the county as the old Cooper homestead. It will be replaced, as nearly as possible in accordance with its oroginal situation, and filled with relics of colonial and early Virginian days.

ALWAYS GLAD TO RENEW.

NEW YORK, July 25, 1910.

Mr. B. B. Herbert, care National Printer-Journalist, Chicago, Illinois.

MY DEAR HERBERT:—I have taken the NATIONAL PRINTER-PRINTER for so many years and have found so much of interest in it from month to month that I am always glad to renew my annual subscription. Please find $2 enclosed and continue my name on your list for the ensuing year.

With best wishes for your health and welfare, I am,

Very truly yours,

JOHN A. SLEICHER.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at e Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, SEPTEMBER, 1910

Love your work and your work will "love, honor and obey" you.

* * *

The technique or routine of a trade may be learned in the shop, and skill be acquired by practice, but art must come from the heart and be inspired by desire for higher accomplishment. If we can inspire or enthuse men in their work, make them realize and desire to reach the highest possible attainments, we have no fear as to the results.

* * *

The best kind of recreation is to meet and associate with others of higher attainments in the calling; compare notes as to methods, means and results, exchange views, tell of aspirations; form and cement friendship, be social, kindly, generous and joyous. The Ben Franklin Clubs are doing good work along these lines, and attendance on their meetings, often, proves the highest kind of intelligent recreation. "Iron sharpeneth iron; so a man sharpeneth the counte nance of his friend" and if his "countenance," first, then, his wits, his mind, his whole soul, his emotions of joy and gladness.

* * *

Keep your windows bright, and attractive with the best work that your office has produced and let the people look in on a scene of artistic beauty and thrifty activity, where system and order prevail. It is the best and most profitable advertising obtainable for the cost involved and will return a thousand fold.

* * *

Master your business and it will be your faithful and profitable servant. Perfect mastery means a knowledge of all details and processes but, above all else, of the cost of production and salesmanship. Keep informed as to the interests of your subscribers and advertisers and study ways by which you may be useful as well as entertaining and instructive, and go out of the way to help them through garnered knowledge in their callings whether they be farmers or manufacturers, merchants or professional men. Convince every one that your paper is on the constant outlook for intelligent helpfulness to the community, all its officers and institutions, to every individual in all his interests and activities. Be a live, power conducting wire, always charged to a voltage sufficient to meet all demands. The same in your job office. Do not be an old, slow, overshot water-wheel in an exhausted stream.

* * *

Do not serve only your belly or let your belly be your god, but wake up; subscribe for and read the papers devoted to your calling; get a grip-hold on your business; don't be led around by small politicians and make believe you are serving either your party, your constituents, your family, yourself, your calling, your country or your God. If any editor or publisher of a metropolitan or home daily or rural weekly, will carefully read and study one copy of this September issue of the NATIONAL PRINTER-JOURNALIST and will honestly write that it is not worth more than two dollars to him or to some one in his employ, we will send him the NATIONAL PRINTER-JOURNALIST for a year without further charge—and this is by no means one of our most valuable or useful numbers. Come, some of you are not doing your business, your papers, your establishments, your employes or yourselves justice. You are not giving those who are honestly working along lines for your benefit, a square deal. There is not a paper published today in the interest of either newspaper-making or printing that is not worth more than the subscription price. It is a very poor calling or business that, in this age, will not repay the expenditure of ten dollars a year for publications devoted to its advancement, and the NATIONAL PRINTER-JOURNALIST costs only $2 a year.

* * *

The other Sunday, we listened to a sermon by an elderly minister of the Presbyterian Church, from the following text: II Peter 1:5-7: "And besides this, giving all diligence, add to your faith virtue; and to virtue knowledge; and to knowledge temperance; and to temperance patience; and to patience godliness; and to godliness brotherly kindness; and to brotherly kindness charity." As the good man interpreted and impressed the lessons of this text, we could not but think of their direct applicability to the callings of newspaper-making and printing.

With the endless detail in each calling, "giving all diligence" is a first lesson to be impressed, but, as in all attainments—in any of the undertakings of life—in invention, discovery, scientific investigation, in busi-

ness enteprises, in philosophy, in all social, governmental, ndustrial, philanthropic or religious improvement or advancement—faith is at the very foundation; faith in the calling and in oneself, founded on preparedness, zeal and equipment; faith in the sources of information, in men and measures, in all the people and in the final outcome. But faith only furnishes the splendid and absolutely necessary foundation. There must be virtue, which the good minister defined as not alone abstaining from vice, but as manliness—the word virtue coming from the Latin *Vir*, meaning man. Having virture, or manliness, then comes the demand for knowledge. The broadness of knowledge, useful to both editor and printer, is without limitation. Temperance was defined as "keep under the body," with its appetites, passions and lusts, the refraining from all that is injurious, the temperate use of the things that are good, abstinence from all that injures the body, mind and soul and such use of things required as will preserve health, give vigor, alertness, clearness of thought, health, endurance, strength. Then no other callings are known where patience is more needed,"though sorely tried," often in "search and vigil long," "when favors are denied," when other fellows "get a scoop," when news-gatherers, typos and types go wrong, when advertisers get a grouch and subscribers fail to pay or renew and grumblers, not understanding, growl. Patience aids discipline, gives power and rights all things—" tis the soul of peace" and the sure winner of success. "Godliness," obedience to the laws of being and the observance of duty in all the relations of life—devotion to parents, children, benefators to country and fellowmen "is profitable in all things," and especially to those who stand forth as the imparters and interpreters of information, truth and the philosophy of life and of wholesome living, to all men. "Brotherly kindness" is a broader possibility and affords a greater opportunity to the members of the newspaper making fraternity than to those of any other calling known among men. The improvement of every opportunity for "brotherly kindness" is becoming more general among the best newspapers every year. They are ever lending a hand of succor to the distressed, to lift up the fallen, to ward off disease, to help those in want.. The relief funds raised and distributed by the newspapers, annually, run into millions of dollars—the hospital funds, the open air funds, the sick baby funds, the outings for mothers, the Christmas feasts and gifts and Santa Claus entertainments for the poor, and the words and works for helping to secure justice, to find relief or employment, have all come to be recognized as the legitimate and profitable work of the newspapers. Last, but not least, comes charity, the broad love for mankind without which every newspaper is a dishonorable failure. Charity that "never faileth," "suffereth long and is kind, envieth not, vaunteth not itself, is not puffed up, doth not behave itself unseemly; seeketh not her own, is not easily provoked, thinketh no evil; rejoiceth not in iniquity, but rejoiceth in the truth."

This minister's interpretation of religion as intended not so much to save men from hell and to secure them a place in Heaven, as to build up manly Christian characters and make men worthy, was also a pleasing and an edifying thought.. Too many follow the newspaper, as they do other callings, not for the development of all its possibilities, but merely to live for the time being, to keep away from the hell to them of hard, manly effort, which they deem as drudgery, and to get into the heaven of some political position or other easy job. Their papers lack force, character and usefulness and are failures. Diligence, faith, manliness, knowledge, temperance, faithfulness to all the duties of life or godliness, brotherly kindness, and charity, or love for one's neighbors, will make the newspaper calling the most delightful, useful and joyous occupation that has been known in all the ages.

Another School of Journalism

The *News Letter*, published semi-monthly, by the Marquette University of Milwaukee, Wis., contains the following announcement in its issue of August 29th:—

The Marquesette University board of directors have decided, in connection with the College of Economics, to open a School of Journalism. The new school will be under the directorship of Professor J. E. Copus of Marquette University, who has had many years' experience in newspaper work, and who will conduct the practical side of journalism. Father Copus, besides being a well-known contributor to many magazines and papers, is an author of over a dozen books on various subjects, and knows the newspaper business from type-setting to editorial writing. He is acquainted with the working of the state press and also with metropolitan journalism. Milwaukee is most favorably situated for a School of Journalism. Technical and practical knowledge can be gained here with more facility than in any other place in the state. The new School of Journalism will have a large and competent staff, as professors from the Law, Economics, and Arts and Science departments, will be available for the teaching staff. The School of Journalism will begin on October 1st. A bulletin will be issued in a few days.

Thus the opportunities for school education multiply. If the future newspaper man is not so equipped in his calling as to take position along with the members of the other learned professions, it will be his own fault.

Eighty-nine Years Young

D. M. Harris of the Missouri Valley (Ia.) *Times*, reached the eighty-ninth milestone in the journey of life July 22nd and notwithstanding his age he is still able to set his column of matter per day or to write as clear and vigorous English as he did when he went to Harrison County in 1868. D. M. Harris has represented Harrison County in the legislature of Iowa with credit to himself and county and has served four terms as mayor of Missouri Valley.

A Little Pilgrimage to the Hobby Universe of George Theill Long—Printer, Publisher, Connoisseur.

BY ALVAH P. FRENCH.

NO man can do his best work without diversion however brief. Untiring devotion saps vitality, lessens creative power, incites deterioration. The busy man of this restless time finds a physical safety-valve in a hobby. He is recreated, taken away from his task, introduced to a specialized world all for the betterment of his manhood and destiny. Under the stimulous his ideals, aspirations and hopes are realized and his fears dissipated. Under these conditions he, in a measure, comes into his own. And every human being has a keenly interesting personality. Even our "home folks" as human documents, develop unexpected veins of worth, and so we are prompted to write a few random paragraphs on a "Little Pilgrimage or Journey" to the Hobby Universe of George Theill Long, printer, publisher, connoisseur, bon vivant.

Early in Mr. Long's life he inclined toward civil engineering and for several years applied himself assiduously at Cornell and Columbia, but, being the son of his father, the owner of a newspaper, the smell of printer's ink, bacteria-like, infected him, (and once inoculated there is no eradication) and he returned to White Plains to do "locals" on the Westchester News, and incidentally acquire the wisdom of the world that makes all newspaper workers many-sided men. He at once applied his gifts to the management of a publishing business that today has no local competitor in value of equipment or rapidity of service. Under his concentrated direction there was a magical evolution. The antiquated became the modern. Old methods succumbed. New devices were introduced—the latest mechanism became everywhere apparent. George at once became a human dynamo. He began to perform feats in the printing world. He did things, and did them well.

In the fall campaign of 1896, during the celebrated Congressional contest, the ballots for the county had been printed in Newburgh. Saturday morning, preceding Election Day, the day of the Sound Money Peace Parade in New York, Judge Dykman ordered the ballots reprinted. The printers said it was an impossible task. Judge Dykman summoned Mr. Long who replied that it was not impossoble. He was given carte blanc orders and by noon of that day was on his way to New York to buy a carload of paper to do the Court's bidding. Together with the paper he reached Newburgh that evening by six o'clock. By ten o'clock that night he had hired all available presses in the various printing plants of the city and the ballots were completed in the wee small hours of Monday morning and during that day the entire allotment of ballots for the county was delivered at the various polling places. During the past four years the ballots have been printed in the News plant, which has specially constructed presses costing many thousands of dollars, with which to perform the work. In fact it is the only plant so equipped in the County.

In past years it has been the custom for the printers of the Proceedings of the Board of Supervisors in book form, to take from two to twelve months after the adjournment of the Board of Supervisors before the proceedings have been compiled, printed and in book form. Mr. Long, who had the contract this year, although he had sixty days in which to do the work, delivered the job in less than ten days, winning a handsome bonus and setting a pace for quick, accurate work, that will undoubtedly remain unbroken for years to come.

The volume this year was larger than any heretofore, there being over two thousand pages, cleanly printed and substantially bound.

There is no holiday aspect about this record of progress. It represents work, hard work and concentration. There may have been periods of tense anxiety, great responsibility, close application under the law, but with it all the spirit of the optimist and cheerful sharer of burdens was the part he assumed with his co-laborers. He was liberal, generous. and kind. He proved the man.

But what of his diversion—his hobby? Can you guess the outlet of this individual who possesses the composite elements great in the Venetian printers, Caxton, Gutenberg and Ben Franklin, William Morris, Theodore L. DeVinne, our modern typographic artists We will tell you—he is a collector, a judge of art. Mr. Long married in 1899 Adelaide Rusher Husted, famous as an amateur painter. To her husband she has been a congenial spirit and together the intervening years have given great pleasure in the collection of paintings, many of them worth a king's ransom. Today it is their proud boast of owning one hundred and twenty-five rare works by American and foreign artists, and their studio and home is the mecca of scores of art lovers, who revel in the collection of rich canvasses and miniatures that excite and impel expression so satisfying to the artistic temperament. Among them are the Prize Canvasses—"The Parassita al Triclivio" by Roberto Bompiani, of Rome, size five by seven feet, containing eleven people in Roman costume; "Fleeing Officer on Horseback and Aide," by E. Meissionier, size 6 x 8 inches. "Gathering Fagots," landscape by Corot, size 20 x 30 inches. "Autumn," landscape by George Inness, and five others by the same artist. "Autumn in the Grain Fields," landscape by Edward Gay, and ten others by the same artist, besides many others. Among these by Mrs. Adelaide Husted Long are: Watercolors—"Peonies," 20 x 30, a vase containing a large bunch of peonies in full bloom. The rich colorings, drawing and handling, compare favorably with the works of Paul de Longpre. Oils—Several ideal heads, life size. Miniatures—Those of George T. Collins, the artist; Mrs. A. M. Husted, the artist's mother; Mrs. Mary E. Rusher; Master Luce, of Richmond, Va., true likenesses handled with the delicate touch of an artist.

Mr. Long is the eldest son of Edward B. Long and was born in White Plains, October 11, 1868. In politics he is an ardent republican. He once served with credit his native town as Receiver of Taxes and Assessments.

—Westchester Magazine.

George Chandler Bragdon, prominent in newspaper and political circles of New York State, particularly during the thirty years succeeding the Civil War, died recently in the Homeopathic Hospital in Rochester. He was seventy-eight years old. He edited the first paper published in Watertown and for a time he owned and edited the Adams *Visitor* and afterwards founded the *Ithacan.* At various times he was connected in an editorial capacity or as one of the staff, with the Watertown *Post,* the Oswego *Times,* the Oswego *Palladium,* the New York *Financier,* the Utica *Herald,* the Dansville *Advertiser,* the Rochester *Union* and the Rochester *Post-Express.*

Bruce Kennedy, for a number of years night editor of the *Advertiser,* has been elected secretary of the Business Men's League of Montgomery, Ala.

Fifty Years of the New York Press.

A VERY highly-prized volume entitled, "New York Press Association. Fifty Years, by the Secretary," has reached our desk.

It is scarcely necessary to add that the work is by Secretary A. O. Bunnell, for every reader of the NATIONAL PRITNER-JOURNALIST knows that the genial Mr. Bunnell has been the Secretary since the memory of most newspaper-makers, now on earth, runneth not to the contrary, or since 1867. In 1892 the Association celebrated the silver anniversary of his highly valued, continuous service, in a most pleasing and generous manner and he is now within less than seven years of the golden anniversary, when we hope to be present to join in the joys, testimonials and congratulations.

With so long a service, who could be better fitted than he to write the history? We are pleased to read in the preface that, with his broad experience and observation, Mr. Bunnell is led to say, what we have remarked in substance, on occasion, as to conventions of editors: "In looking over the records of the association, it becomes evident that its members as a professional class compare favorably in intelligence and moral qualities with those of a religious synod or conference or a medical or bar association, while more free from much of the narrowness generated by denominational exclusiveness and theology, medical school and theories, legal precedents and special pleadings in behalf of unworthy clients and grasping corporations."

The story of the fifty years of the doings of an active organization of newspaper men, though it be only a summary, is pretty interesting reading. The charter members, in 1853, numbered thirty-two, and of these all but four were under forty years of age and only one had reached his forty-seventh year. A plate is given showing the portraits of the first forty-five Presidents, and the study of the faces reveals the change in appearance of the American of 1853 and of 1903. It is a change of features as well as of fashion.

The Historian says, in the opening of chapter one, on the first meeting: "It was eight years before the Civil War. The Nation was peaceful and prosperous, and the present hot fever to accumulate vast fortunes had just begun. There were hardly half a dozen millionaires in the country and no multi-millionaires; but thousands were tramping across the Western plains with the hope of picking up or washing out a few thousand dollars worth of virgin gold in the newly-discovered fields of California. There were no Pacific railroads, no transcontinental telegraphs and no ocean cables. There were no news agencies, no perfecting presses, no linotype machine, no purchaseable stereotype editorial or miscellany. * * * * The telegraph was a new wonder. * * * * and the telephone, the trolley car, and the electric light were not."

The record shows, however, that there were able men, giants in learning, in philosophy, statecraft, in editorial writing and in oratory in those days. But the very first convention got right down to business and dealt with the advertising question, adopting the same flat rate for all and each. Probably the papers represented were on a pretty even basis at that time as to circulation. It was also resolved to charge half-rate for all religious, charitable, society and political notices. The book records the spirit of the later meetings with a view of the proceedings of each, including ideas, facts, opinions, efforts, determinations and pleasures—the social pleasures, and the practical and intellectual features.

On of the interesting features of the convention in 1872, was the attendance of many Southern editors, by special invitation, from Virginia, Alabama, Louisiana, Maryland, North Carolina, and the names of these visiting editors, on this occasion are given. It was an effort to restore the era of good feeling between the North and South, and we wonder, now, that it did not result in a National organization of editors instead of the waiting more than a decade of years longer. The following is the closing stanza of a song composed and sung on this occasion:

"Though States may sever, parties strive,
And wide our difference be,
Yet in the kingdom of the mind
Opinion must be free;
And therefore, while the world goes round,
In every season's stress,
We'll cherish always, firm and strong,
The union of the press."

In 1873 Henry Ward Beecher delivered an address before the convention, in which he said, "He believed in such an annual gathering of editors and publishers. He characterized existing political and religious journalism and said that the tone of both kinds was better than formerly.

"He noticed that 'to a large extent' all journals are becoming religious journals. It was the annoyance of weekly religious papers that they could not be so religious as the dailies."

We might run on through the book, finding something in each year's convention that we would like to print, but we have given enough to satisfy the members of all other state organizations that a history will be well worth while, at least once in every fifty years. A few extra copies of the book are in the hands of Secretary. Copies can be had at $1.10 each (this includes the postage and mailing) by writing to A. O. Bunnell, Danville, N. Y.

"Of making of books," now, as in the days of Solomon, "there is no end." We wonder, at times, what stronger expression he would have used had Solomon lived in this age, when books fall from the modern perfecting presses as ripened fruits from trees. This is an age of practical books, works intended to aid and direct men in all the trades and callings of life. We have just received a neat, convenient, little volume by Daniel Stern, editor and publisher of the American Artisan, entitled the "Twentieth Century Sheet Metal Worker."

In compiling this book, it has been the aim of the author, who is a practical sheet metal worker of many years' experience, to get up a popular-priced pocket reference book of short cuts, jumprules and quick methods, combined with accurate information for the tinner; the author's idea of a pocket reference book being, one filled with "kinks" and instantaneous helps, leaving out the long-winded, scientific rules and explanations. This book is compiled in such shape as to be easily understood by the youngest apprentice, and at the same time sufficiently scientific for the practical use of the journeyman. The author has fully accomplished his object. In cloth the book is $1.00, in flexible cover, 60 cents.

Straight Talk to Home Patrons

AN account of vicious and unbusiness-like practices that have been permitted to prevail in the printing and newspaper callings, it has become necessary, at times, and often to disabuse the public mind of erroneous ideas that have been formed and a lack of understanding, or real misunderstandings, that has or have, been fostered. No printer or newspaper man should place himself in the position of a mendicant begging for support, but should present his claims for business at profitable rates in a manly, straightforward manner, on the basis of high and full consideration, and it is perfectly legitimate to present these in his own newspaper.

The following from such a proper presentation by H. D. Matthews, editor and publisher of the *Monitor-Transcript* of Monroe, Wash., can well be taken as a suggestive and valuable model for owners of home printing and newspaper offices, large or small, anywhere in this land of progress and upbuilding:—

Publishing a newspaper is a business that a man may never stop learning. He may learn to be a merchant or a blacksmith, and, after a few years' experience, he can continue doing the same thing over and over again—if in the former two classes, restocking his shelves and selling more goods always at a fixed advance over the cost which he knows is necessary in order to afford him profit enough to cover expense, his cost of living and a reasonable profit; if the latter, learning what it is worth to shoe a horse or put on a set of tires and agreeing with other blacksmiths what shall be charged for work, as do professional men and members of labor unions.

But the printer has little or no stock to turn over, and in but few cases any really fixed charges for his work. His plant is a manufacturing plant—his capital tied up in expensive machinery and printing material that depreciates rapidly in value. If he is not business man enough to know that he must make interest on his investment and at least 10 to 15 per cent per year allowance for depreciation, in order to keep his plant renewed with good material and machinery—both being fixed charges against his annual business—over and beyond his operating expenses—before he can pay himself a salary, or think of taking any profits out of his business—his plant will run down, his intellect and ability to help his community degenerate and himself become, a veritable charge upon the business interests of his home town.

The publisher of a newspaper is entitled to just as much respect—to the privilege of having his business recognized as a dignified source of livelihood—as is accorded the heads of other business enterprises in the same community. It is his own fault if he is not. If he honestly devotes his efforts to furthering the best interests of his community through his newspaper, and supplies his patrons with a good product of his job presses at rates equivalent with what they can get the same work done by other men in the printing business, he is doing just what they are doing—selling his paper, his advertising space and his job-printing at prices that will give him a fair return for his labor, and energy and ability, over and above a reasonable interest on his investment and a fund with which to continually keep replacing his wearing-out plant.

* * * * * * *

The editor of this paper is conducting a business that he takes a pride in and to which he devotes his best efforts for the benefit of the town and surrounding country and his readers. It is not altogether egotism that enables him to say that he is publishing at least as good a paper as is issued in any town in the state of equal size—that is fact. It is brought about through the exercise of as good business methods as he has been enabled to acquire in an experience of 22 years.

The getting out of a good newspaper goes had in hand with the support accorded it. Unless the paper is good—a paper that is subscribed for generally and paid for—it is not regarded by business men as being worthy of much support in the way of advertising. If he does not get their business, at fair prices, it can not be made a good newspaper. It takes money to run a newspaper—just how much no man knows until he gets a good taste of the business.

In running the newspaper there is just one man the editor can suit, and that is—himself. His paper is a mirror that merely reflects what is going on in this community. Personal prejudice, bias or feeling of any kind must be kept out of its columns if the publisher can hope to retain the goodwill and respect of his readers. It must be absolutely fair and impartial. Its columns are open to all for reasonable discussion of matters of interest, and its efforts must be devoted equally to the benefit of all—not to the assistance or support of the few. If the editor is honest, he can not help at times trampling on some one's toes, but the courtesy should be accorded him of believing that it is not for his own personal good but for the benefit of the community. A spineless editor, who simply tries to cater to all and not offer any criticism from fear of making enemies, never amounts to anything and his paper is hardly read.

The editor of this paper believes in public improvements and progression. He pays considerable taxes himself, not wholly on property acquired in the newspaper business in Monroe, and, consequently, does not aid in getting them without cost to himself. He is constantly working for a bigger and better Monroe and a better developed, more thickly settled neighboring country, better schools and better means of communication and transportation. He is not doing this merely for his health.

* * * * * * *

The *Monitor-Transcript* plant is well equipped and represents a fair taxable valuation. It gives employment to several people constantly, who earn good wages and live and use their incomes in Monroe. Its editor is in the newspaper and printing business—that alone—it takes all his time and attention—and asks the friendly consideration and business of such people in this portion of Snohomish county as believe it worth while to support and aid its growth and developement toward the end of enabling it to become a really good newspaper, that will be a growing benefit and which will be printed in a plant that will be a credit to the comunity.

System Versus Grouch

We once heard of an editor who owned an automobile. Editor Carle and wife of the Fostoria *Times* are touring Europe. Editor Speck is installing a linotype. If you have any real fraternal spirit, brothers, put us next.—Exchange.

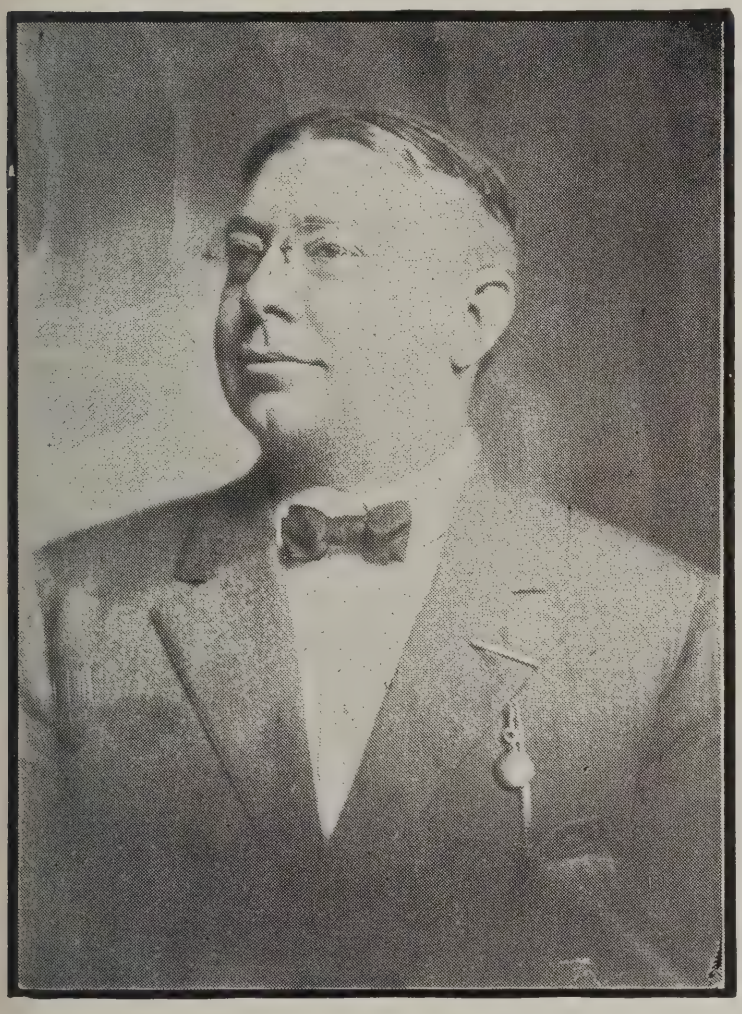
Well, here's one way: Quit growling. Take the "grouch" ont of your business and replace it with "system." Demand and secure pay for your products. Collect and save your money. Don't let everybody prove you an "easy mark" just because you're in the printing business. —Perrysburg (O.) *Journal.*

Harry E. First

PRESIDENT OF INTERNATIONAL ASSOCIATION NEWSPAPER CIRCULALTION MANAGERS.

HARRY E. FIRST first saw the light of day, or rather it was in the evening when this memorable event occurred, in the little village of Hudson, McClain County, Illinois, April 30, 1862. The village is still there, also still little, but there is no telling what it would have become if Harry had stayed. However, the towns-people either did not appreciate genius or never heard of her and allowed a live wire to get away before they woke up.

Tracing his lineage, we find that real, red, royal blood courses turbulently through his veins. The



HARRY E. FIRST

royal part is a long ways back (at least that is what they say) back in Scotland several centuries ago. At any rate, his grandparents and great-grandparents are of old revolutionary stock, but it is not known for sure whether either of them were present to sign the Declaration of Independence, although they were in hearty accord with all the provisions of that now famous document. His parents were both born in Ohio, a fact which affords him no little satisfaction, and his mother was a third cousin of Andrew Jackson, a former President of these United States. It is very likely that he derives his scrappy disposition and penchant of running for president of one thing and another from this source. So much for ancestor and antecedent.

For twenty years prior to breaking into the circulating habit on the Cincinnati *Enquirer,* he worked at day wages for Uncle Sam in his Postoffice Department, doing one thing and another, the last twelve years of which was as Assistant Superintendent of the Railway Mail Service, having in charge that portion covered by the states of Ohio, Indiana, Kentucky and Tennessee. This was a very dignified job, requiring some smattering of ability. The only trouble experienced was in making ends meet, as Uncle Sam, exemplified by the Postoffice Department, expects his servants to take it out in honors and dignity, leaving to posterity the question of solving its own financial problems. Consequently, he jumped into the newspaper game, which brings us down to what happened in Montreal recently, where the International Association of Newspaper Circulation Managers held their annual convention and went so far as to unanimously elect Mr. First to the presidency, which will bring to that great organization added prestige and dignity.

HIGH ESTIMATE OF THE NEWSPAPER BY A MINISTER

"Now is the time our country is in need of an honest, conscience guided press. It has taken us a little more than 100 years to learn some of the most important lessons of our democracy, and, that being so, how essential it is that we have an honest press.

"The newspaper is the most influential and powerful institution in modern society. The pulpit, the school, the fórum, have to make way for the newspaper.

"It is the window through which we look out upon the world of events, and before us pass in rapid procession the activities of men—an anti-foreign riot in China, famine and industrial oppression in India, governmental experiments in New Zealand, parliamental crises in England, financial flurries in Wall street and a whole train of happenings, inspiring, squalid, scandalous, trivial, that make up the day's news. It is the dispenser of information concerning men and events. It determies the questions of popular interest, sets the trend of public speech, public thought and general customs.

"The community is dependent upon it for information and guidance concerning commercial, social and politictl matters.

"Should this powerful institution have a conscience, be amenable to moral law, be subject to considerations of right and wrong, be responsible to God or man for its influence?—Rev. Reynold E. Blight, Los Angeles, Cal.

VALUE OF GENIAL HUMOR.

I find that it pays to have a special column given over to local hits in a humorous way. The "Corner Observer" in my paper is a "go getter" as subsciber and friend maker. It is the best read feature of the *Observer* and has preference among subscribers as they take it from the postoffice. It is largely responsible for the increase in my circulation, and I have no doubt of anyone being able to do as I have done.

I try to keep away from "funnies," and I base all my items on facts. I can't say that I have made any enemies for the *Observer* with this feature, and I can say that my books show conclusively that I have made money and business with it. You can't force the human feature. If you write or print good stuff there will be plenty to tell you of it; if you don't you will not hear from it.—Fred Chase, Editor Quenah *Observer,* before N. W. Texas Press Association.

ROCK OF AGES, COLORADO.

Another Great Editor Passes Away

HARVEY W. SCOTT, OF THE PORTLAND OREGONIAN, DIES AT BALTIMORE, AUGUST 8TH.

EW editors have been more generally or favorably known among the members of the calling than Harry W. Scott of the Portland *Oregonian*. He especially won the high regard of the members of Fourteenth Annual Convention of the National Editorial Association that met in Portland, July 4-8, 1899.

It seems that Mr. Scott had been suffering, of late, from sciatica and went east to Baltimore for an operation which had not been considered at all dangerous. He was accompanied by his wife and son, and it was intended to pass some time at Atlantic City. The operation seemed successful, but a change for the worse came Sunday evening and the patient was unable to rally.

We first met Mr. Scott in his office at Portland in April of 1899, and in writing of his paper and work, in an article concerning Portland and its newspapers published in the NATIONAL PRINTER-JOURNALIST in May of that year, we gave the following view of his character that we feel will be now read with increased interest and profit and we are not able to add much of anything thereto now:

"In 1865, Mr. Harvey W. Scott, the present editor-in-chief, became editor of the paper. Mr. Scott is a terse, clear and able writer. His editorials show earnestness, deep conviction and an unswerving, conscientious honesty, while he is a self-made man, he is a thorough scholar, and his writings show the trained, well-balanced philosophical mind. He goes down to the roots of things, with that patient, painstaking industry and carefulness characteristic of the thorough student and honest seeker after the truth. With these traits added to boldness, fearlessness and deep feeling, his editorials always make instructive as well as entertaining and often fascinating reading. No other Western paper is so generally quoted in the East as is the *Oregonian*. There is no sympathy shown for sham reforms, yet with commonsense conservatism, there is neither pedantry nor narrowness; with nothing inflammatory, but with roundness of doctrine, a full understanding and recognition of the principles and relations of government, of international law, of true freedom, of the relations of labor and capital—which is but accumulated labor or its fruits—as well as with the rights of the people in all their varied positions, there is such a handling of truth as to command attention and awaken respect among the intelligent, and to win the commendation of all good, loyal citizens, of the members of the household and of the school room, of thrifty mechanics, farmers and business men.

"There is perhaps no better place to judge a man than in his own household. There are no men better able to judge of an individual's quality of mind than those with whom the party judged is daily thrown in contact. No man ever worked for the *Oregonian* who is not a friend of Mr. Scott. His office is open at all times to any of the employes of the *Oregonian*, and any man on the *Oregonian* who makes an effort to perform the duties to which he may be assigned ever receives anything but the most courteous treatment from the able head of the editorial department of the paper. Mr. Scott is affected neither in his manner, in his conversation nor in his writing. The lesson of this entire honesty of purpose on the part of Mr. Scott, coupled with his fearlessness of expression, on all occasions when vigorous and prompt action is called for, may well serve as an object lesson to young writers who hope to succeed by an affected or stilted style, that deceives no one but themselves, and which is never accepted as an evidence of genius anywhere but in the pretentious circles of mediocrity that spend but little money for the support of modern newspapers. The best classes of readers of a great newspaper are always found among the real thinking masses of the people."

These words were published by us after weeks of inquiry and observation in Portland, under the most favorable and advantageous conditions, with a view of securing facts that would be of most interest, instruction and profit to the editors of America, and furnish the best basis for observation, study and preparation of articles for their own papers, in view of the convention of the National Editorial Association in that city in July.

As Mr. Scott was then he continued until the end, only growing in strength and worthy fame, as during the whole of forty-five years of service on the *Oregonian* as editor.

On July 5th, Mr. Scott delivered an address of welcome to the National Editorial Association, on behalf of the press of Oregon, that was full of strength and wisdom, that was a revelation of the man, of the ideals and aspirations of his State as he had come to understand them after nearly a half a century of residence and work therein, of his views of the editorial calling. He said in part, speaking first of Oregon, then of the Nation and then of newspaper calling:

"We are honored by your visit and we think we have somewhat to show you. Surely you will not wonder that we take pride in our mountains and rivers, and delight in our air and skies and verdure. We who know Oregon and Washington, through experience, believe them incomparable in their natural attractions.

* * * * * * *

"It is more than sixty years since the first American settlers made their way across the wide plains to Oregon, and we have among our citizens those who were born in Oregon, of American parents, more than sixty years ago. * * * We who came across the country in the early '50's—not to speak of those who came ten or twenty years earlier—saw not a single white inhabitant in the great region where now lie the States of Kansas, Nebraska, Colorado, Wyoming and Idaho."

He spoke of the characteristics of the State and of other States and said: "Each of our States or group of States is directly what it is, distinctively what it is in consequence of the play of local conditions upon the character of its people, and of the reaction of the minds of the people upon their surroundings.

* * * * * * *

"It may sound paradoxical, but it is a truth, that a people is guided far more by its dead than by its living members."

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Speaking in a broader view of the Nation and the race: "The race to which we belong is definitely bound to certain ideals and standards. Success of these means the success and supremacy of the race.

"Such is the power of race ideas and ideals that in spite of the conditions among us that have sprung from local conditions—differences less acute than in former times—we are in reality one people—North, South, East and West."

"The newspaper herein has a special function and duty. It must take note of all events, and it ought to be prepared to discuss them with intelligence, breadth and range. Independence is a prime necessity; and these large questions with which we have to deal should be approached with least possible bias from party associations."

"It is easy always to find fault with others; it is easy to criticise and denounce the opposite party. In small affairs it does not matter, but in great affairs to be a fault-finder without suggesting a remedy is an unworthy proceeding."

* * * * * * *

"One thing is certain: This country of ours is in the world and of the world, and it must bear its proper part in the world's affairs."

There is much more through which, being dead, he yet speaketh, and through which as he said of the dead, his influence will have no small part in the guidance of the living, in the "ever acting force," we quote his own words used in his address, "which seems to revive the dead, to restore what we destroy, to renew forgotten watchwords."

H. W. Scott was born in Illinois in 1838. In 1852 with his father's family he went across the plains, experiencing all the adventures; took part in the struggles with Indians, went through all the strength-giving hardships and endurance of frontier life, helped his father open up a new farm. At twenty years of age, he struck out for himself, worked his way through college to the attainment of a thorough classical, literary and scientific education, and then studied law. In a series of articles on ten model American newspapers, published in the NATIONAL PRINTER-JOURNALIST in 1901, among which we gave prominent place to the Portland *Oregonian,* we had the following, given as a key to Mr. Scott's success:

"His work helped to keep him in touch with the world, taught, him the practical side of life, while his studies disciplined his mind, and furnished a broad store of useful knoweldge."

Mr. Scott's death is a great loss to the press of the Pacific Coast and of the Nation but, so thoroughly has his character been impressed on the great paper which he directed in its editorial policy and utterances, that it will not easily, nor for many years, if ever, be otherwise than loyal to its traditions and to the great mind and soul, that for so many years, shaped its course, directed its influence, and shaped its destiny and, in a large measure, through it, the destiny of the rich region, the mighty, growing empire, served thereby, during its formative period.

PERSONAL VIEW OF MR. SCOTT.

Mr. Scott was a member of the Board of Directors of the Associated Press, and while in New York last October, in attendance on the meetings of the Board, he was interviewed by the New York *Editor and Publisher*, which printed the following that gives a very instructive and comprehensive view of the man, his character and his ideals of the newspaper calling and its obligations:

STRIKING PHYSICAL TYPE.

Last year they offered him the Ambassadorship to Mexico. If there be an ambassador type—a physical type, such as the artist would want to create, Colonel Scott is of that type. He was born in Illinois in 1838. He is six feet three inches in height, massive in figure. Homer Davenport loves to draw pictures of him, and make him one of the French Academy, one of the immortals, giving him the composite look of Bismarck, Thomas B. Reed and Nathaniel Hawthorne. There are bits of delicate color and form in his features, anchorages for sentiment. His eyes are brown. The fighting bumps in his head bulge large.

This is the question I asked:

"It is said that you have always refused to engage in any business outside of your newspaper business; that you have declined many offers which assured success and riches. Why did you refuse them?"

He answered instantly:

"The thing I value most in my life is my independence."

"May not a newspaper publisher preserve his independence if he engages in other business aside from his publishing business?"

PUBLISHER MUST BE INDEPENDENT.

"I think not," said Colonel Scott. "The publisher who would produce a newspaper which has lasting character and influence, must have an absolutely free hand. His independence must be maintained. He must stay out of associations that take from his newspaper interest.

"I suppose a man could stay in the newspaper business and have a herd of blooded cattle or a fine flock of sheep, as I have. This kind of relaxation does not interfere with a man's independence.

"If a person nowadays wants to accomplish anything worth while in business, he must have a large business and devote all his business faculties to it.

"The object and purpose of a newspaper is full and independent publicity, and a person interested in other lines of business, in railroads, banks, manufacturing or anything of an industrial character, had better stay out of the newspaper business.

"If a man is engaged in the industries I have named, and also owns a newspaper, he is constantly beset by his associates to keep out of print this or that article of news, or to shade news so it will not be unfavorable to the particular business in which friendly parties or associates are interested. They will ask that the matter which might be annoying or unfavorable be suppressed, or that it be presented in a way that will not carry the whole truth. Nor are men engaged in business to be censured for avoiding publicity, or for the desire to have matters about themsevles presented in a good light through the newspapers.

OUGHT NOT TO HOLD POLITICAL OFFICE.

"The long and short of it is that the newspaper publisher must not have friends who have such a hold on him that his independence is endangered.

"As to politics, I am convinced that the ownership or editorship of a newspaper is incompatible with political ambition. The people will not tolerate the idea of a man pushing himself through his own newspaper, and they are right about that."

Here I said to him: "The present administration lately offered you the post of Ambassador to Mexico. Why did you decline?"

"For several reasons. One reason was I did not want to entangle my newspaper with politics. Our policy is Republican, but independent at all times.

"Another reason, and perhaps the chief one, was

that, since I have made one career, such as it is, I could have no sane expectation at my time of life, of beginning another that would lead to success or satisfaction."

NEW STORY ABOUT COLONEL SCOTT.

Upon hearing the news of the death of Colonel Scott, a well-known publisher recited to *The Editor and Publisher* the following incident:

"A few years ago a syndicate with large capital planned to start a chain of morning newspapers in Oregon and Washington. It became known that these papers were to be the organs of large financial interests and were to be run primarily to boost these special interests. The syndicate applied to a telegraphic news association for service.

"A delegation of leading publishers of the Pacific Northwest went to New York and called upon the president of the telegraphic news association. Colonel Scott was spokesman. He said:

"'We are in the business of publishing newspapers and have no other business. We have no other mission. The parties who are planning to start these new publications are not newspaper men. They expect to serve big financial interests. I hold that you are morally bound to protect us against those who would debauch the ideals of journalism. We have fairly, honestly developed the newspaper field of the Pacific Northwest. We believe you ought not to furnish a telegraph service that will be used for the purpose of breaking down standards of honest newspaper conduct. We trust you will refuse your service to these special interests.'

"The president of the telegraphic news association was convinced. The chain of newspapers alleged to have been backed by 'special interests' was not started."

Editor S. A. Bovell Deceased

Stephen A. Bovell, editor of the Jonesboro, Tenn., *Herald and Tribune*, died Saturday, July 30th. He had been connected with the paper from the time of its founding in 1869, and its editor for the past seventeen years. He was one of the best known editors in Tennessee.

He was associate editor of the *Union Flag*, a paper published at Jonesboro about the close of the Civil War, which made its appearance with about ten subscribers, from which small beginning it grew to an influential journal.

Nearly or quite a third of a century ago he was the editor of the Nashville *Press and Times*, a Republican newspaper published at Nashville during and some time after the close of the Civil War. More than thirty years ago in the celebrated Stokes-Senter campaign for Governor he edited the Tennessee *State Journal*. He also did work on papers published in Indiana, Illinois and Kentucky.

Mr. Bovell was a fluent, fearless writer and, doubtless, had he been engaged on some of the great metropolitan papers, he would have made a national reputation. He was a student of public affairs and was well posted concerning the politicl history of the country and especially of his State in the past third of a century and more. He was always a strong supporter of Hon. W. P. Brownlow and contributed his full share to Mr. Brownlow's remarkable success. He was a vertitable tribune of the people, believing in their sovereignty and their virtue, and was always ready to defend them with the courage of a lion.

Mr. Bovell has been succeeded, as editor of the paper, by H. C. Beauchamp, who had been connected with the paper as publisher since 1907. He brought with him a new infusion of life and ideas into the office and made many important changes, enlarging the paper to eight pages, and making other improvements.

Mr. Beauchamp is a collegian, having graduated from Cornell University, New York, in 1888. He was one of the commencement orators of that year and received special distinction for his atttainments in history. Cornell has given especial attention to training for newspaper work. Its courses of study look to the fitting of men for practical life, to a greater extent than do most older colleges and universities.

Immediately upon graduation Mr. Beauchamp was employed as a reporter upon the New York *Tribune*, and in 1889--90 he served in the same arduous and responsible capacity on the New York *Press*.

For eight years Mr. Beauchamp was the editor and proprietor of the *Recorder*, an independent Republican paper, published at Fayetteville, N. Y., and for five years Mr. Beauchamp was engaged in newspaper work in Alabama, Minnesota and South Dakota. In Alabama he took a plunge into the pool of politics and served as a delegate to the Alabama State Republican Convention and was a member of the Committee on Platform and Resolutions.

Mr. Beauchamp entered the journalistic field in "The New South" with good prospects of satisfactory success. He likes his business for which he is, as indicated, thoroughly equipped.

Honest and Fair Criticism

"Every public officer should be held to strict accountability. He should be subject to fair and honest criticism. But a warfare of unfounded and indiscriminate assaults upon public men has one inevitable and serious result, and that is that it tends to keep good men out of public life. The man of average sensibilities, the man with a family whose welfare and peace of mind he values, shrinks from the onslaught that is too frequently made upon men who dare to aspire to public office.

"A public office should be esteemed a place of honor, not a position to be aspired to only by those who are hardened to assault, and who are defiant of public opinion, and whose cheif incentive in seeking office is an opportunity for graft. The great and powerful but dishonest newspaper is one of the serious menaces of our times, but let me say that in my opinion the evil is one that eventually will right itself.

"You cannot fool the people all of the time. The poeple will learn and are learning to discriminate between the paper which habitually tells the truth and the paper which habitually vilifles and misrepresents. Charles A. Dana once divided newspapers into two classes—first, newspapers made for sensible people; second, newspapers made for fools. The second class has been all too prevalent in recent years, but I think we have some reason to hope that in the near future it will be so far in the minority and its influence so far diminished that it will cease to be a public menace.—J. McCan Davis, before Southern Illinois Press Association.

Ditrich Lamade, editor of the Williamsport (Pa.) *Grit*, is touring the State in his automobile. He is accompanied by his wife and three sons.

An Estimate of the Service Done for Humanity by Advertising

IT would be difficult to find a more able or convincing estimate of the service performed by advertising for the advancement of mankind than is contained in the following extracts from an address by Edward N. Dingley, publisher of the Kalamazoo Evening Post before the Bakers' Association and published in full in the Chicago Commercial Union:—

The progress of society is measured by healthy desire, and it is the duty of society to stimulate this desire. The standard of civilization is determined by the effort to increase the wants of the people and spur them on to satisfy those wants. If England in India could make the Hindoo laborer want more things she could soon civilize them to her own standard. If the Russian peasant was not satisfied with so little, the development of Russia might proceed more rapidly. If the negroes of the South were not content with huts and scanty clothing, the race question would disappear, and if the poorer classes throughout our land could be made to crave better homes, better clothing, the problem of poverty could be more speedily solved. Society climbs the ladder of evolution only by widening its needs and striving to satisfy those needs.

To desire things is perhaps the first step in social progress and this desire no sooner sets in than it begins to establish a new kind of society. In the economic world, therefore the great problem is to stimulate this desire.

Producers of wealth in the form of manufactured goods to be consumed, are more concerned with the question of consumption than with the problem of production. The cost of production is, within reasonable limits, fixed, at all events it can be determined acurately. But consumption is an unknown and variable quantity, depending upon habit, custom, appetite, fads, weather, whims and many other intangible things. The consuming side of the problem is, therefore, by far the most delicate and intricate, requiring an accurate knowledge of human nature, a large amount of originality, and ability to do things at the psychological moment.

In the industrial world demand always precedes supply, and the nation or the city that raises the level of demand the highest, reaches the highest social level. The manufacturer begins operations and invests his money to supply an already existing demand, and if he succeeds in stimulating and developing demand he invariably outstrips his competitors.

Political economists of the orthodox school tell us of the law of supply and demand and the rules governing industrial and social development; but they stop short of the greatest factor of all, entering into the modern problem of economic development, and that is publicity.

It is the greatest factor, for it determines largely the demand side of the problem. Publicity is today the dynamo that gives life to your factory and enables you to pay rent, pay interest, pay wages and secure a profit. Publicity is the reservoir which gives you an endless demand; and without an increasing demand an increasing supply is useless.

This question of publicity is one that is too often neglected by the manufacturer or producer. It is looked upon by many as a waste of money and unnecessary addition to the cost of production, but if the first need of society and of government is to stimulate desire, then publicity should be the motto of all who desire to secure a portion of the economic gain which surely follows the cmplete gratificatin of these desires.

Publicity is no longer tabooed by any manufacturer or producer who is up-to-date and is building for the future. Publicity demands more of his attention than any other part of his business. Mere mechanical production, while important, can be handled properly with ordinary care and thought, but the demand, the market, the publicity, requires the best brain that can be had.

This brings me to the modern art of advertising, which is nothing more than publicity.

Twenty years ago advertising was looked upon largely as a sop to keep somebody good natured. It was conducted indifferently and without any plan. It was not deemed an important factor in the problem of the production, distribution and consumption of wealth. Newspaper advertising was meager. Magazine advertising practically unknown, and billboard, streetcar and special forms of advertisiig unheard of.

Systematic publicity, through advertising, has been reduced to a science during the past twenty-five years. Capable men devote their lives to the development of this branch of social and national progress, studying the psychology of publicity, the mental and moral phases of the problem and the best and most direct way of securing results. Study along this line all revolves around the one central proposition, which is sociological—how to stimulate the healthy desire of the people and create an increasing demand.

While the results to be obtained are concrete and practical, and can be measured in dollars and cents, the process of attaining the results is purely abstract and mental.

Publicity means the stimulation of a mental process among the masses whereby knowledge is transformed into desire and desire into attainment. To successfully set those mental wheels into motion, requires the highest skill. A combination of words, an illustration, can be made to so attract the eye as to form a lasting mental picture that results in a desire; then an effort to attain that desire. All this requires a knowledge of average mental processes, and the depth of perception of the average human being.

A careful study of the advertisements in our best newspapers and magazines and on billboards reveals a cleverness and a knowledge of human nature that is surprising; all testifying to the acknowledged importance of publicity in the modern production, distribution and consumption.

The great problem is how to increase the consumption of wealth, produced in whatever form.

The growth of publicity in all forms indicates a higher standard of social being and brings about ethical and moral progress as well as material advancement. To desire better clothes,, better houses, better food is to improve our ethical condition and our moral standing as a nation. To make the luxuries of yesterday the necessities of today, is simply raising the standard of our moral and ethical being. So that intelligent publicity is a good investment, not only materially, but morally and ethically. Publicity is, therefore, an important factor in social and moral development.

Do not make the mistake of employing publicity in any form for a purely selfish motive, for the results are thus too often dwarfed or lost sight of. Employ publicity on the broad ground of social and moral advancement, with a view of contributing your share towards a fulfillment of the transcending object of society — the stimulation of wholesome desires.

You will then surely get your results and reap your reward.

Any form of legitimate publicity is good and helps to secure the desired results. As a rule, however, an article of food secures the most effective publicity by being advertised so as to reach the homes, and the housewives. Good newspaper publicity is always best when the public mind is to be almost daily assailed. Constant dropping wears away the hardest stone, and daily publicity always arrests attention and creates a desire, and finally a market.

The baker is proverbially a crusty old fellow, and a little daily publicity can effectually raise the public mind to the temperature of fresh and new goods, and stimulate the appetite of the masses to absorb an increasing amount of your goods, thus adding to your pile of dough. In these days of pure food agitation, publicity has an added signifiance. The people demand publicity in every thing to avoid fraud and deception and impurity. It is, therefore, of the utmost importance that you, as bakers, employ publicity, and thus secure the largest amount of public confidence. This, of itself, tends to stimulate consumption and widen markets.

As members of a large and influential organization, you have important duties to perform. You should endeavor to do your part towards making society better and happier. The upward and onward progress of the world affords rare opportunities to men of affairs to assist in this great world movement. Inventive genius and creative faculty have stimulated desires for beter and higher living, and in attaining these desires the demand for better food and clothing and shelter has increased.

Men are richer, happier, brighter, better, wiser, and stronger than ever before, because of the gratification of wholesome desires, operating under certain fixed laws. The human race is going forward with rapid strides. When men first learned to trust their brain instead of their muscles, this onward movement began and it is still going on. Every day sees some new achievement of the human, some new conquest over environment. The world becomes more peaceful, more industrial. The rewards of industriy become greater, and machinery guided by human hands do the work of millions and contribute to the workshops of mankind. The countless objects of human desire, most potent of all human forces, are formed. In this great march of human events, publicity plays an important part. The more man gets, the more he wants; the more he does, the more he aspires to do; the higher his advancement, the higher mounts his ambition.

This is human progress, and publicity through advertising is the dynamic force behind all progress.

Independent Personality and Boosting Championship

One of the most valuable lessons taught by the experience of an editor is to be resourceful and develop an independent personality. The rural editor has a personality of his own that he is proud of and will not subjugate to the selfish whims of prospective customers. He plays to no man or set of men, but advances his ideas because conscientiously, he believes them to be right.

The real newspaper is a booster, not a knocker. It is a builder, not a tearer down. It is a constructor, not a destroyer. It is the defender of the right, the opposer of the wrong. It is the champion of the defenseless, the exposer of the vicious.—Chas. P. Gray, *Messenger,* Celina, Tenn.

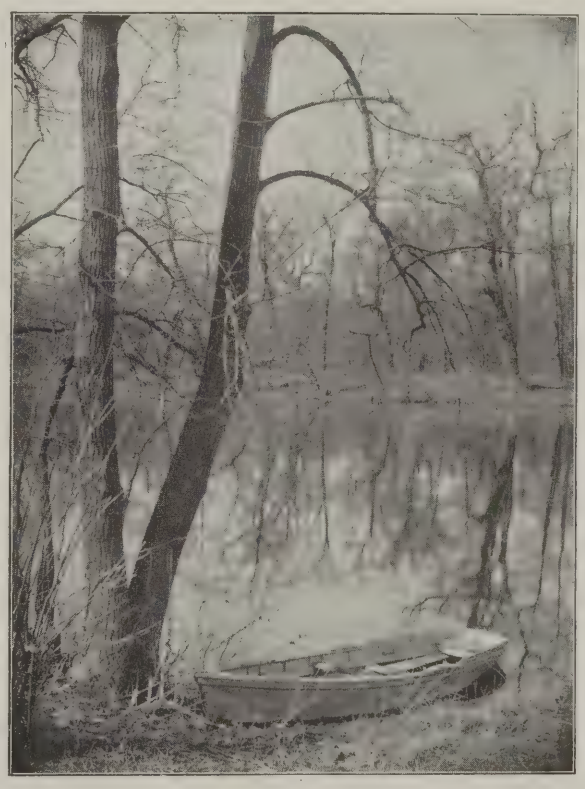
W. A. Johnson Promoted

Editor W. A. Johnson of the Memphis, Tenn., *Herald,* for many years a member of the Executive Committee of the National Editorial Association and a regular attendant at the annual conventions, has been noted for many years as a growing man. His worth has been recognized at his home by his recent election to the position of State Senator in the twenty-ninth district. He is also a regent of the University of Texas. For many years he served as President of the Memphis School Board, and is largely interested in educational affairs. He has had wide travel and observation and has ever been a patient learner. His many friends in the N. E. A. will be pleased to know of his advancemeint.

Simplicity

Be simple, unaffected; be honest in your speaking and writing. Never use a long word where a short one will do as well.

Call a spade by its name, not a well known oblong instrument of manual labor. Let a home be a home and not a residence; a place, not a locality, and so on of the rest. When a short word will do, you always lose by a long one. You lose in clearness, you lose in honest expression of meaning, and in the estimation of all men who are capable of judging you lose in reputation for ability.



NATURE'S MIRROR

The only true way to shine in this false world is to be modest and unassuming. Falsehood may be a thick crust, but in the course of time truth will find a place to break through. Elegance of language may not be in the power of us all, but simplicity and straightforwardness are.—Wm. Cullen Bryant to a Young Editor.

LOVE'S WHISPER

Individuality and Imagination

INDIVIDUALISM and imagination are two essentials to all worthy art attainment. Co-operation has in this day great economic uses, but any combination or co-operation that eliminates the individual and dulls his faculties and stunts or eliminates his imagination, or makes the worker merely a cog in a wheel of production, is not only un-American but is destructive of art or high quality of excellence in production. Individual responsibility, development, attainment ,honor and reward is the foundation of American institutions, and of the all-prevailing religious instruction and incentive in this country.

No employer of workmen can afford to ignore the individuality or personality of his employes. Napoleon Bonaparte's influence and the loyalty and almost worship of his soldiers is known to have depended largely on his ability to recognize and call by name every soldier in his ranks, or at least, make each to feel that the eye of the commander was upon him, to approve, commend, remember and reward. There are scarcely any other callings, in this age of machinery, of combination, of great factory methods, that still yield more opportunities for individuality than those of newspaper-making and printing—the one is a profession and the other an art in which artistic results are coming to be more and more demanded.

The *Printing Art* of Boston contained two excellent articles treating of "The Appreciation of the Individual," and "Imagination in Business," that present ideas that have not been sufficiently recognized in very many establishments, though we have had the pleasure, from time to time, to give the successful methods of many establishments, like those of the Lee Syndicate of Newspapers and of Mr. Capper of Topeka, Kansas, and a score of others, where they are fully recognized and put into successful practice. We have joined the two subjects because the recognition of the individual is the only way to arouse that practical imaginative faculty that impels to the seeing of things in art and business.

Charles H. Coffin, writing under the title of Appreciation of the Individual, after giving a view of existing conditions and the difficulties to be confronted, says:

> Surely nothing is more hopefully American than this self-importance of the individual and the self-responsibility that it breeds. On the other hand, there cannot be a greater impediment to the progressive citizenship or a more serious menace to economic stability than anything which may tend to impair this attitude.
>
> At present, however, it is being impaired by the machinery of combination. And in two ways: firstly, by the combination of Capital; secondly, by the combination of Labor, which has been called into existence to oppose its encroachments. The latter has within its own ranks deliberately opposed individualism, while the former has indirectly discouraged it by the use of machinery and machine-like organization. Such is the un-American condition presented by the industrial situation in this country. That its consequences are disastrous even from a purely commercial point of view is being recognized. For a time the superior quickness of the American worker obscured the real issue, since quantity of output was alone considered. Now, however, pressed by foreign competitors, notably the German, our production is beginning to develop its inferiority in point of quality. Labor in this country maintains only a general average of intelligence, resulting in average returns; while in Germany the encouragement given to individual distinction is producing a corresponding distinction in results.
>
> The first desideratum, therefore, in this country is an extension of the system of technical education, designed for the twofold purpose: firstly, of taking the place of the old system of apprenticeship, in a word of general technical instruction; and, secondly, of discovering and giving opportunity to those students who prove themsevles possessed of exceptional capacity. A considerable start has been made in the various technical schools throughout the country, which for the most part have been established by individual capitalists of broad and far-seeing ideas, and in the manual schools which the Municipal Boards of Education are promoting in so many cities. Meanwhile, the great combinations of Labor, the trades unions, hold aloof from this movement. As far as I know they have given it but little direct encouragement and are disposed to regard it with suspicion, as an effort to loosen the solidarity of their organizations. An amelioration of this attitude can only come about gradually through the molding of the minds of the young who will be the workmen of the next generation, or more speedily, through the confidence inspired by employers. When the latter succeed in making the unions believe that they are sincerely desirous of improving the conditions of labor, it will not be long before conference takes the place of contention, and mutual instead of independent interests will be the subject of reciprocal loyalty. This good day is being postponed by politicians whose selfish interests lie in maintaining the ignorance and helplessness of the masses, and by a brand of employers, largely of alien extraction, whose chief impulse is greed. On the other hand, in all parts of the country, there is an increasing number of employers and concerns bent on establishing with their employees a relation of reciprocity of interest based upon mutual confidence. It is they who are sincerely striving to readjust the principle of individualism to the new conditions.
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> Broadly speaking, the problem covers two sets of situations: fiirstly, those in which the output is direcely affected in quality by individual enthusiasm and skill on the part of the employees; secondly, those in which there is no immediate, direct gain from such conditions. As an example of the latter, one may take the case of a man whose exclusive job is to tend a machine that operates with practically automatic regularity some specific function, such as the threading of a screw. The man in the case is little if anything more than a starter, stopper, and oiler of the machine. The latter has all that there is of credit in the work. Day after day, all the year round, the man occupies the same stand by the same machine, contributing to it a minimum of intelligence. How shall he preserve his sense of manhood, much less of individualism, in a routine so deadly that it would drive you or me crazy?
>
> Yet it is obviously in the interest of the concern for which he works that this man should not get to feel himself in a hopeless state of uninterrupted servitude. Such a state of mind breeds discontent, and discontent spreads like a canker. Prudence as well as philanthropy suggets that the lot of this human part of the machine shall be humanized as far as possible. If he has the capacity for something higher, he must be encouraged and given opportunity to reach it; if he has not, his low estate must

be as far as possible ameliorated. It is the recognition of this that is prompting employers to improve the surroundings of labor; to bring light and air and wholesomeness into the interior of the factory, and to supplement these necessaries with attractiveness outside the hours of labor. For example, many of the great department stores now provide commodious rooms in which their employees may enjoy real relaxation during the lunch hours—comfortable seats, tables covered with magazines, even a piano being now regarded as reasonable amelioration of the strain of labor. Similarly, the industrial concerns that are established—as is becoming the vogue—in the freer conditions of extra-urban surroundings, are providing reading rooms, baths, and opportunities for indoor and outdoor recreative exercise and social intercourse. The factory, indeed, is growing to be not only an industrial but a social organiation, to which its members, from high to low, feel a privilege in belonging. The old idea of separate individualism is being succeeded by that of corporate individualism, so that a man or woman finds a pride in being part of an aggregate effort. It is, if one may say so, a combination kind of individualism that is being fostered; a new kind, but the kind that fits in absolutely with the system of combination which is the genius of the age. Just as men of all sorts of varying degrees of capacity unite in their pride of being American citizens, so as to have a share in the corporate individualism of an enlightened industrial combination will be a matter of pride and content. The relation between the units composing the combination will more and more grow to be that of fellowship.

But to return to the cases in which encouragement, given to the individual directly, affects the quality of the output. We may take as a case in point the printing industry. It is probably a fact that few employing printers realize how much the standard of their output depends upon a few good workmen. No doubt their foremen in the composing and printing rooms are aware of the truth of this. They know that when a job comes in that calls for special attention, one of those orders which tends to make or mar the prestige of the house, there will be only one or two of the men, perhaps only one, to whom they will feel safe in assigning the work. They at least recognize the value of this individual, and the need of encouraging him by judicious appreciation, so that he shall not fall below his own standard. They also know how he responds to this encouragement; how his appetite for work is stimulated by a fresh problem in composition or by the occasional incentive of new material; a new font, for example, or even a few new bits of decorative detail. It is so important, in the interests of the concern, that such a man shall not be allowed to grow stale, and the conditions of the composing-room so easily lend themselves to routine and to the apathy which the same old daily grind engenders that I have heard of shrewd foremen occasionally shifting the position of the stands in order to create a little variety of surroundings. Meanwhile the employer himself, not brought into actual contact with the units of the composing room, too often regards the employees solely in the mass and his output is simply the product of a system of human and mechanical machinery. If under such circumstances the output maintains a high standard, it will be because this attitude is not reflected in the shop itself, but counteracted by that of the foreman and those workmen on whose extra judgment and skill he has learned to rely. In a word, it is upon individualism, whether or not it is recognized by the employers, that the prestige of the latter is really based.

An admirable example of the value of individualism is afforded by the Munich house of F. Bruckmann, one of the largest establishments in the world for the production of the highest class of halftone and photogravure platemaking and printing. The genius of the business is Mr. Goetz, who received his training in New York, but abandoned that field because it did not afford at that time sufficient scope for his individualism. He became associated with the Bruckmann house and has risen through the various grades until he is now the controlling mind of the organization. His policy has been consistently to foster the individuality of his subordinates, in order that they may take a personal pride in the technical and artistic efficiency of the work entrusted to them. At once, as you visit the plant, you are conscious of an atmosphere of individual self-respect and corporate pride. From the office boy up, everybody expresses in his or her demeanor the satisfaction of being part of a combination that is known all over Europe, and is second to none in the high quality of its habitual output. It is a remarkable example of combination enriched by the free play of individualism, and of individualism finding a worthy pride in helping to uphold the aggregate.

John L. Hunter under the subject of Imagination in Business, writes:

Imagination in the lives and thinking of people is one of the most needed qualities of the human race today. Imagination is nothing more nor less than the ability to see things before they are actually brought about.

Imagination of the right kind sees things so real and sees them to so much purpose that the person doing the imagining can bring things to pass, can create, can make out of little or almost nothing the real things of this world.

Imagination has a good deal that makes it seem like a divine power. It must not be confounded with the capacity to build useless air castles. It must not be mixed with the idea that a great many have of clairvoyancy We must remember, however, that it is this capacity to see far into things which has made it possible for the great commercial industries of the country to be built. We must not forget that the heads of these industries had the picture in their mind long before the industry had fairly started.

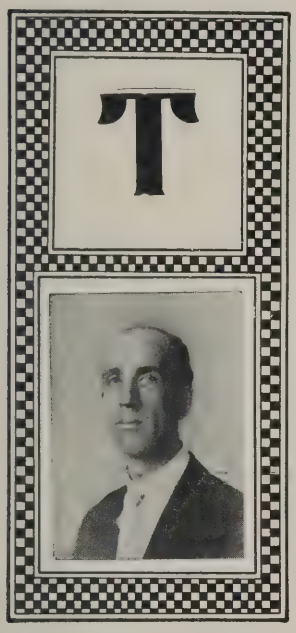
Equal Responsibility of Editors and Public Officers

I have at times doubted the universal wisdom of many editors and wondered if their own assumptions did not call for superhuman, if not divine, qualifications. The editors have placed themselves in the same class with the men in public life, with the power of attorney to represent the people, and some day I think they will be held to the same accountability.

The man who uses public office for purely selfish purposes is condemned not only by the press, but by the people, and he is denied the opportunity to continue that kind of public service for very long. The publisher who misuses the confidence of his readers for purely selfish purposes should also be condemned and would be if there were means to expose him.—Speaker Cannon to Editor *American Press.*

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



THE business card of the A. J. Medlar Company is scarcely up to the usual high grade of work sent in by Warren S. Dressler of Camden, N. J. It does not have the individuality and quality touch which most of his work shows, and I am sure it would be objected to by salesmen of the best taste, who always want to make a good appearance right at the start of an interview by handing out a card which is attractive. What would I do to improve it? you will ask. Well, in the first place I should introduce a reduction in sizes of type most of the way along the line. The main line might be brought down by allowing the same initials to remain and setting the rest of the name in a size smaller; the line, "Biscuit Manufacturers," could then be slightly reduced, bringing it down to the same relative length to the main line as it now holds; then set the street address smaller, allowing the name of the city to remain as it is and thus stand out a little stronger relatively. The name of the salesman should also be smaller. The spacing between lines is also at fault. The line, "High Grade," has more space below it than above, while any difference in spacing should be in the opposite direction. The reduction in sizes of type would admit of a little closer spacing and consequently the dropping of the main line nearer to the center of the card. And lastly, I should do away with the choppy, ragged appearance of the lines by omitting the points. All of which criticism is submitted to Mr. Dressler in the hope that he will receive it "in the same spirit——," etc. He has handled the same series of type to much better advantage in the resetting of the cigar billhead.

Harry E. Polk, Veblen, S. D,, sends a letterhead upon which he wants criticism. In my opinion, Brother Polk, the reason your letterhead gets old so fast is that it is all set in a series of which you should employ but one or two lines. Try another head, using the Old English only for the name of your paper; then set the rest in some plain, neat letter. That extended Gothic which you use on some of your other work might do if you have nothing better, though a square letter would be better. Not knowing just what you have, however, and your outfit being limited, as you say, it is not easy for me to suggest; but there are many faces which will go well with the Old English. If you reset the head I should be glad to see it again. You have made the same mistake of using too much of the Old English on one or two of your other specimens. Your notehead for the Commercial Hotel, while using a style of type which is very old and not usually used on this class of work, is so tastefully arranged and well printed as to make it really worth while. The head for the baseball team is also very satisfactory.

I am still out with a club for the people who use coarse halftones on good paper. I have before me a blotter, on enameled stock, containing a newspaper halftone of 60 or 80-line screen, when the job should have had one of 133 or 150-line. The man saved a dollar and a half, but he failed to impress upon the public the beauty of his line of shoes as he should have done, and as he would have been able to do had he got a plate suitable to the stock to be printed. Halftones are so cheap nowadays that it does not pay to economize in this regard. The job comes from Arthur H. Farrow, Newark, N. J., who would not stand for such a thing if the customer did not compel him to, I know. The neatness of his design and presswork serve but to accentuate the fact that the cut is wholly unsuited to the place which it occupies.

I thought I was through with the subject of halftones for the time being, but the next job I take up is a circular sent out by the Globe Engraving and Electrotype Company of Chicago, gotten out especially to call attention to the fact that electrotypes can be made from halfones with working qualities identical to the original plates. Some customers are very fussy about their best halftones and hesitate many times to turn them over to a printer to use on work which they consider of lesser importance. In such instances the printer can suggest an electrotype to good advantage, sometimes in this way being able to get out an attractive job where otherwise an inferior plate, or none at all, would be insisted upon.

George Jacobson, Mountain Home, Idaho.—The return card on your envelope is extremely satisfactory. The letterhead would be improved, I think, by placing the firm name in the center of the line and the word "Publishers" under it, doing away with the short piece of rule. I do not like the division of the word "commercial," but it seems almost unavoidable. For the rule, I should prefer an ink of the same color as the body of the head, but much lighter in shade.

Several causes are responsible for the increasing popularity of uncoated papers. One is to be found in the advancing price of paper, and another in the development of the offset process, by which a wider

range of papers can be used than formerly. But there seems to be also, a growing feeling that an uncoated paper is more "elite" and in better taste. Paper manufacturers are thus being led to develop uncoated papers which will answer every purpose, including the demands for halftone work.

* * *

Glad to hear from Wietlispach again, the man who has put Streator, Ill., on the map. One clever little piece of work of his which is worthy of special comment is the letterhead for Wm. G. Foster, architect. It is a simple device which Mr. Wietlispach has resorted to for securing a neat and acceptable effect. It is one of those simple things which many printers refuse to adopt because of their simplicity, and yet which, I am sure, will be appreciated by an architect and other men of good taste. The card for Metcalf Brothers, with its small line of script in the center, is something of a puzzle to me. I am wondering whether this was done at the instance of the customer, or whether it is in conformity with the compositor's idea of balance and proportion. A much larger size of the script should, in my opinion, be used, both to suit the size of the card and also to give the line its proper relation to the rest of the matter. The card for Gaut & Company is extremely well balanced and a model of such work in every way. I do not like so well the card for the Lyric Theatre, the two styles of type used appearing inharmonious to me. I should prefer to have the matter in the corner in a square, black Gothic. On the letterhead for the Streator Home Building and Loan Association I should use a lighter rule above and below the names of the officers and directors, and then set the name of the association in two lines, squared up with rule or ornament below. This would do away with so many long and accentuated stretches of rule across the page, giving the head two dimensions, as it were, whereas it now appears to have but one. In closing this paragraph I want to reproduce a little bright stuff from a piece of advertising matter which Mr. Wietlispach sends out:

You can't stand still and stay in the game. If your competitor who uses attractive printed matter does a better business than you, the umpire (the buying public) will quickly call you "out." Don't wait till it's "two strikes and two out."

Go after business hard, line up the orders, then drive them in with good advertising and you'll give competition something to worry over.

We print the kind of advertising that gets results—are careful and prompt in delivering it just when you want it. Our "nine" are all fast, steady players, that will give any "fan" plenty of excitement for his money. Prices of admission always moderate, nothing fancy."

* * *

A catalogue composed of single sheets collected together in a cover of the legal style is getting to be a more and more popular type of publicity. Three of this style which have recently reached me from the Eclipse Folding Machine Company of Sidney, Ohio. These are tied rather ornately with a silk cord, but on many such pieces of work an ordinary legal paper fastener is used. Each of these catalogues is devoted to a single machine, thus giving a business man an opportunity to focus his attention on a single type at a time, and giving him this in the form in which he prefers to have all matters laid upon his desk for consideration. These sheets are in regular letter size, so that they fit in with the mail and with the general run of matter which is likely to pass before him.

A new issue of *Printology* has just appeared, that once-in-a-while publication sent out by the Regan Printing House, Chicago. Those who are fortunate enough to secure it wish that there might be several more publication days for this, each year, so handsome and chaste a piece of printing does it usually appear. It is innocent of any effort at unusual effects, but simply devoting itself to getting out the best possible piece of dignified, reputation-building printing of which the shop is capable. In this respect it is well worthy of imitation by many a smaller shop. I have never forgotten the troupe of colored singers which once came to my home town when I was still in the apprentice stage of the business. They sang very acceptably a number of the more or less familiar negro melodies, giving much delight to the audience. Then one of the members of the company assayed to do something more pretentious, and undertook to render a selection from one of the difficult operas. It was not only beyond his musical ability, but entirely outside of his range of musical comprehension, and the result was so excruciating as to give the audience an uncomfortable feeling for the rest of the evening. And so it is with many printers; they attempt things beyond their reach and fall down miserably, whereas they might acquit themselves very creditably if they would only keep within their limitations of experience and knowledge, and shop resources.

* * *

The Cheltenham family of type faces seems to keep up its phenomenal popularity, as evidenced by the fact that the type founders have just put at the disposal of printers another new size—120 point—which is cast in the bold, bold extra condensed, and inline extra condensed. This is a popularity which is, however, really not phenomenal at all. For it is a type which justifies its use every day. I am just reminded of a time when Cheltenham first came onto the market. The shop where I was then working was planning to put in a new general purpose series, and the choice finally simmered down to two faces, one of which was Cheltenham. Two of us stood out strenuously for this type, believeing that it had qualities which would make it a winner, and in the end we had our way. The other type which was under consideration had a brief run and is now very seldom seen.

* * *

Alaska is not entirely off the map, so far as good printing is concerned. I have not been there, but can vouch for it to a certain extent, for here before me is a booklet printed at the office of *The Daily Alaskan* at Skagway, and is a piece of work which would do credit to many a large city in the "States." It is well designed, is replete with halftone illustrations, and has a cover of linen finish paper embossed in green and gold.

* * * *

A program of the annual outing of the International Silver Company comes from the press of the Vechten Waring Company, New York. It has a multitude of good points which might be illustrated and commented upon, but the one I have chosen as perhaps being the most helpful to others is a plain page with a four-line heading. So many printers fall down when it comes to a heading of this kind that this one may help some one to understand that dignified simplicity will outrun a whole lot of other things, in the opinion of people competent to judge.

[NOTE—Unfortunately this department has to go to press this month without illustrations. The copy for reproductions was sent early in August to an engraver, who wires us at the last moment that the copy has been lost. This has necessitated a hasty revision of the department, and the omission of some matter which would be of no value without the illustrations. This is something which has not happened before and I trust will not occur again.—E. S. H.]

"Science and Art and Printer's Wages"

WRITING in a recent issue of the *British Printer,* under the above caption, Harold Hood, F. R. P. S., has the following, among an array of edifying thoughts, that will be found well worthy the consideration of American, as well as of British printers:—

Men who like to call themselves practical, rejoice in quoting the popular adage that an ounce of practice is worth a ton of theory. In a sense true, but I have a better precept than that to offer to you, that "A grain of correct theory is worth a ton of imperfect practice." My outstanding aim is to show the relationship between workman's or master's wages, and the amount of science or art, or both, which he introduces into his plant or office methods or productions.

These factors are inseperable—the wages or salary of the compositor or machine man must be directly proportionate either to the value of the artistic faculty or the extent of the scientific knowledge he is able to bring to bear on his particular section of the trade; the principle holds good, of course, as to the combined use of both these faculties.

There may be nothing to be gained in worrying too much about the countless defects to be found in all directions of science and of art in printing in general, and in this country in particular. Yet let us British printers not content ourselves to remain in a fool's paradise by imagining that things on the whole are pretty good in the printing trade.

There is very much to be dissatisfied with, both in methods of output and conditions of living during working hours, and I wish I could stimulate the imagination and inventive faculty of some of the B. P. readers in the direction of mechanical improvements on the one hand and a higher standard still of artistic excellence on the other hand.

There is a good reward awaiting the inventer of minor improvements in the printing machine or caseroom. What pleasanter way of increasing one's wages than a snug little royalty coming in regularly from some invention out of one's own experience?

That there are opportunities for minor inventions seems to be proved by the success of the many patented devices which printers keenly take up both for the composing and the machine-rooms, and in the direction of chases, quoins, block mounts and in innumerable other directions, there is ample material for inventiveness born of the working difficulties of practical men. Excellent though the most improved Wharfedales and two-revolution machines are, for instance, it must not be imagined that we have the last word in letterpress printing machine design for the jobbing printer. My whole conviction is that in fifty years' time the to-and-fro motion of the type bed will be as dead as the reciprocating steam engine will be.

The principal holds good in printing as in other directions—that the person to apply new and scientific ideas in some form legally protected and comercially workable is fairly sure of an increased income.

One of the chief truths which it will be worth while trying to drive home in these notes is this:—That if a printer, whether master or workman, is to succeed in anything more than a hundrum fashion, it must be either because he applies more than an average amount of science in his methods; or, as an alternative, his finished products must evidence an amount of skill which stands out beyond the ordinary.

That there are exceptions to this rule does not disprove the truth of it.

It may be said that there are many instances where firms have built up excellent businesses simply through the perseverance and skill of their travellers, in spite of the fact that not even the smallest degree of science had been bestowed either in the purchase of the plant or in the systematization of the business. But what is the traveller's skill but science well applied?

I don't refer to the mere making of ends meet by employing printers, any more than I mean that a man of humdrum, commonplace character cannot draw his Society's minimum wage. What I do mean is that either workman or employer, to earn bigger wages or higher profits than the average, must of necessity either introduce more art into his productions or more science in the producing or selling.

Let me give you a concrete if rather elementary example:—20,000 handbills, demy folio, for a grocer or a draper, or similar public trade, are not considered cheap nowadays at 4s. per 1,000, though the precise price doesn't matter for argument's sake—say, £4 the lot. Yet, considering that actually one-half that amount may be used up in the paper alone, it can easily be understood that if there is much trouble from heavy setting and unpaid alterations, the profit is often quite absent at the end of the job.

And yet there might be some decent return on these everyday jobs if science is allowed a look in—and one must admit that lack of capital is one of science's chief obstacles.

Take the same 20,000 folio job again at the same price. Imagine a department specially organized for that line, which might be specially advertised for delivery within a certain number of days, the travellers also bear in mind that the printing must only be done on certain days. In this way, by each printing day, it should be only reasonable to expect two or four, or even eight orders from customers up and down the country.

The ordinary printer might run off the work on a flat-bed four or eight up; but for the moment we don't wish to know what the ordinary printer would do. The printer who applies a maximum of science in combination with a plant ideal for this class of work would probably use a flat-bed web machine, or one of the newer small rotaries.

My point in this definite example is to show how a so-called poor price often prevents a printer getting a decent profit, simply because he has to compete against concentrated science in the shape of machines and tools and organization greatly superior to his own.

The compositor and machinist is on a different footing from that of the employer—in a position distinctly more fortunate or more monotonous, acording to the point of view.

Though the exercise of science on the part of workmen may be more limited than that for the organization of the factory as a whole, yet it is none the less real. Composition, for example, may be sharply divided into two kinds—that in which speed should predominate, and the other in which attractiveness is of chief importance. The speed compositor, whether at the keyboard or case, must be something of a scientist if he is to earn the highest wages—that is, he must cut down all useless motions and distractions: he must indeed organize so that he gets the most out of his body with a minimum of effort.

The display compositor, on the other hand, needs to be

something of an artist, but without the artist's traditional erratic character, and there is no more obviously true statement than that the compositor with the best artistic instinct, developed to suit the varied requirements of printing and coupled, of course, with a reasonable mechanical skill, commands highest wages.

There never was a greater need than now for artists and scientists each to his own special department.

I cannot do better than urge upon each member in every section of the printing trade, the cultivation of the scientific habit on the one hand or the stimulation of the artistic instinct on the other.

You will find that it is by no means easy to conduct any branch of business on a strictly scientific basis; and it is certainly perfectly impossible to run a business on purely art lines. Pure art on business lines is impossible, and the combination is as unmixable as oil and water.

But, for that reason, don't therefore imagine that "no art" is the only alternative. Let every compsitor, every bookbinder, every draughtman, introduce as much artistic sentiment into all his work as business conditions and time and price will allow, and I am sure—absolutely sure that wages and prices will eventually be the better for it.

For example, a man who is engaged for forty shillings, and who persists in developing his talent five shillings further, is much more certain of a half-crown rise than that honest young man who was engaged for £2 and doesn't see why he should give the boss any more than he bargained for!

Before concluding, I must repeat that I admit the existence of obstacles to scientific application in printing works. Yet we must repeatedly ask: Why do I do this or that?—and must throw overboard all habits and systems and traditions which do not give a satisfactory answer to the all-powerful word, W-H-Y.

There is applicabel in printing a science which appeals particularly to quite young men, and that is the science of perseverance.

Though all achievements worth while are generally impossible or at least difficult at the first few attempts, yet by that mere curious quality of persistence or repeated offort you will gain such skill and knowledge that gradually you will achieve results which at one time seemed almost too good to be possible to you—such desirable things as the skill in an artist or compositor to execute a first-class design that should serve an important purpose; to a newspaper man the ability to write a first-rate report free from the commonplaces of the imitator; to an employer the accumulation of a first-rate plant and a staff after his own heart; to a machinist the ability to put through without worry the most difficult of formes; to a binder the binding and tooling of a first-class edition de luxe.

All these are worth while, as all useful things, exceptionally well done, are worth living for, and the beauty of it is that they are all possible to the young men in their own respective departments by the cultivation of that simple science of repetition and persistence. Persevere, then,—

"For emulation hath a thousand sons
That one by one pursue.
If you give way, or hedge aside from the direct forthright,
Like to an entered tide they all rush by
And leave you hindmost."

We have evidently much to learn from our friends in Germany. It is now reported that a stationer at Hanover who, although not possessing a printing office, was in the habit of calling himself a printer and taking orders for printing work at "cut" rates, has been prosecuted by the genuine printers in that city for unfairly competing with them. The Court, under the provisions of the law against cases of this sort, ordered the offender to remove the word "printer" from all his stationery or other printed matter. Further, a fine of £5 will be inflicted on him should any complaint of the kind be proved against him in future.

"The Science of Poetry and the Philosophy of Languages"

"The Science of Poetry and the Philosophy of Language," is the title of a new book by Hudson Maxim, published by Funk & Wagnalls, 44-60 E. 30th St., New York City. Poetry has its uses in a newspaper office, and editors, writers and reporters never can have too much of the right kind of knowledge about "The Philosophy of Language." The author well defines the object of his book in his introduction as, "To provide a pratcical method for literary criticism and analysis, and a standard of uniform judgement for determining the relative merits of literary productions, and further, to supply a more practical and efficient means than we have heretofore for the standardization of poetry, whereby any poem may be assayed, and the amount of its poetic gold determined and separated from the slag and dross. . .The more I have studied, the stronger has grown my conviction that no other subject of equal interest and importance to mankind has been so neglected by science, so abandoned to the chaos of misunderstanding. There is, indeed, no general agreement as to what constitutes poetry. There are many opinions as there are critics. Often the worst poetry is pronounced the best, and often the best the worst, by some who are considered leading authorities."

The illustrations are by William Oberhardt. This book will unquestionably arouse a great deal of interest and discussion in literary circles because of the daring of its scientific originality. It will give the public a new conception of the many-sidedness of Mr. Maxim's intellect. In scientific circles his inventive genius has been demonstrated by the production of smokless powders, and high explosives which are now used by American and foreign governments. In writing this book, he has applied the same analytical methds of thought to his subject that won him success in the field of invention.

Threshing it Out With an Advertising Agent

At a recent quarterly meeting in Salt Lake City, the Utah Press Association had a set-to with a live advertising agent that seems to have been of mutual benefit. The American Press says: "Advertising and the necessity for uniform rates were the principal topics discussed. A talk on these subjects was made by John D. Giles of the Giles-McAllister Advertising Agency. Mr. Giles denied charges of unjust discrimination against agencies in dealing with country weeklies. He accused country editors of not telling the truth regarding their circulation.

This caused a number of heated addresses for and against advertising agencies, and at the end a committee was appointed to take up the matter of uniform rates and the reorganization of business methods in conjunction with Mr. Giles."

Muck-raking Properly Anathematized.

THERE is no greater folly nor greater sin known among newspapers than that of misrepresentation and scurillity, and no condemnation thereof can be too great, yet it is unfortunate that in this very proper and general condemnation of a vice, guilty men rightly accused of incompetency, vascillation, disloyalty to their high offices or trusts, have come to find protection by charging that the truth printed about them is "muck-raking." The bad practices of a very few newspapers have, by unfair accusations and vile sensationalism, weakened the power of the honest press and offered a refugae to offenders. People do not discriminate, yet the wrong must be exposed and the truth be established. Real "muck-raking," which has come to mean dishonest accusation, deserves to be most strongly condemned by all honest newspapers, publishers and editors. All such will fully coincide with the following condemnation,

by James C. Hemphill, of the Richmond, Va., *Times-Dispatch,* in his final address at Yale University in the Bromley Lecture Series on Journalism:—

"There is another present-day problem, and the last that I shall note, in which not only honest service to the public, but the honor of the newspapers themselves, is involved; I mean the muck-raking problem. This description of the evil was invented by the late President of the United States, who, in the midst of his strenuous activities, bethought himself of the Pilgrim's Progress, out of which he brought the muck-raker back to life.

"There has not been a day since his discovery that this miserable creature has not been one of the most active agents of the Gospel of Dirt. Encouraged by the monthly magazines, which have been slipping through the mails at the newspaper rate of postage, he has spread out over the whole political and industrial field and invaded the social circle with his baleful presence.

"A liar by nature, or, as the Short Catechism for Young Children has exactly described him, this "child of Satan and heir of hell," has brought the newspaper and the magazine into merited disrepute by the coarseness of his mendacity, and the irreparable damage of his lying, not only to the victims of his adventures, but to the peace and good order of society.

"Tennyson must have had him clearly in mind when he wrote, "A lie which is half the truth is ever the blackest of lies." Nobody has escaped his lechery, and for the sake of the money he has been able to make out of his dirty business he has brought disgrace upon a high estate and ruined many a reputation. Would I have the newspapers to refrain from pursuing crime and exposing falsehood? Not at all; but I would not have the innocent punished or the guilty condemmed without due process of law.

"The mobs which hang and burn negroes in Texas or in Illinois are not worse enemies of well-ordered society than are the muck-rakers, and the newspapers and magazines which assassinate the character of those who may fall under their displeasure, or who fail to pay for "protection."

"Speaking generally, newspapers are published nowadays primarily to make money for their owners. They have no more right to sell lies to their readers for the truth, than the grocery merchant has to sell sand for sugar, or oleomargarine for butter.

"The newspaper cannot be honest by fits and starts, as it pays or loses; for its friends only, and not for its enemies as well; for society, in its broader aspects, and not for its neighborhood; for the Nation and not for the State. It cannot lie about Taft without justifying the suspicion that it is not altogether truthful in what it says about Bryan.

"If it take any short cut to accomplish its purposes, it cannot be depended upon to hold fast when the tide does not serve its condition. To paraphrase a very notable saying of a very great man, journalistic honesty is journalistic expediency. "Corruption wins not more than honesty."

North Dakota Editors Organize a Ben Franklin Club

The North Dakota Editorial Association held a remarkably large and successful convention at Williston, N. D., August 5th and 6th. One hundred and thirty-five editors and sixty-five ladies were in attendance, a larger number than either New York State or Illinois can generally muster, and these peopeople of the press and their entertainers showed that they believed in the strenuous life.

The following from the account in *The Western Publisher*, will be found edifying as showing how they do things in North Dakota and how they might be done in many other States:

The association was called to order at 10 A. M. Friday and 135 editors—with 65 ladies—responded to roll call. Mayor Bruegger extended a very cordial welcome and President Jesse B. Burgester of the association responded briefly. Editor Boyden of the Lisbon *Free Press*, gave a reading from his poetic writings and Manager N. B. Black of the Grand Fork *Times* so sweetly sang a baritone selection that he was repeatedly recalled.

President Burgster brought up the question as to the legal rate for publication of county commissioner proceedings and the discussion, which occupied the remainder of the morning session, resulted in the president being ordered to appoint a committee of five to codify the present laws relating to printing and to report at the next meeting of the association. The committee, which consists of N. B. Black of the Grand Forks *Times*, A. R. Wright of the Oakes *Times*, Grant Hager of the Grafton *Record*, George Farries of the Williston *Herald*, and H. P. Knappen of the Bismarck Palladium, was empowered to employ an attorney to assist them. The same committee was authorized to act as a legislative committee and the association pledged the necessary funds to carry on the work.

The present laws are very conflicting and inadequate, the legal rate for the publication of "legal notices" is less than the commercial rate, and there is some much-needed legislation which will be promoted by the state organization.

The remainder of the day was given over to pleasure. Autos conveyed the gentlemen to the irrigation project five miles away where they spent the afternoon. A dance in Gates' hall closed the day.

Saturday morning the ladies were given a pleasing auto ride about Williston and its environs. Friday afternoon they were entertained in the rooms of the Commercial club by the club women of Williston and a delightful program enjoyed.

Saturday morning the association had opportunity for a brief business session at which, among other business, W. J. Anderson of the Rugby Tribune gave an excellent address upon "The Adequate Rate for Advertising for the Country Weekly With a Circulation of from 1,000 to 1,500." Mr Anderson said he had a circulation of 1,500 and for several years had been receiving 15 cents an inch for short-time advertising and 12½ cents on yearly contracts with an average of 30 inches an issue. He said he had strong competition but he had maintained the rates and had no regrets. Manager Wilson of the Grand Forks *Herald* spoke on advertising rates.

Saturday noon there was a historic barbecue. Two of the choicest steers of the range had been done to a turn and it it is estimated that 2,000 people enjoyed juicy, tender beefsteak sandwiches, etc. All of Saturday afternoon was devoted to the subject of cost systems and resulted in the formation of a Ben Franklin club of North Dakota. The sessions and meetings closed with a banquet in Gates' hall at which Sam Clark of the Minot Reporter was toastmaster.

The annual and mid-winter convention of the association will be held in the Grand Forks early next January, and promises to be equally important to the N| D. fraternity.

BEN FRANKLIN CLUB ORGANIZED.

The Ben Franklin Club of North Dakota was organized with the following officers: President, Jesse B. Burgster of the Jamestown *Daily Capital*, also president of the State Press Association.

Secretary Roy T. Porte of the Porte Printing Co., of Fargo.

Treasurer George D. Colcord of the Minot *Independent*.

President Burgster was authorized to appoint a vice-president for each judicial district of the State and he has made the following selection:

First district, N. B. Black, Grand Forks *Times;* second district, J. H. Bloom, Devil's Lake *Journal;* third district, J. P. Hardly, Fargo; fourth district, R. J. Hughes, Wahpeton *Globe-Gazette;* fifth district, W. C. Taylor, Valley City *Times-Record;* sixth district, Walter Confarr, Bismarck *Tribune;* seventh district, Chas. H. Lee, Walhalla *Mountainer;* eight district, J. A. Corbett, Williston *Graphic;* ninth district, W. E. Holbein, Lansford *Journal;* tenth district, M. L. Ayres, Dickinson *Press*.

The object of the club is to encourage and promote the highest possible standard of proficiency in the profession, to encourage and promote the best interests of the printing business in all its branches, to devise economical and effective methods for the purchase of necessary supplies, materials and machinery for said business, to maintain among its members a just and equitable system for profitably conducting the same ,to co-operate with one another for the elimination so far as possible of the practice of ignorant, incompetent and ruinous competition arising most frequently from a lack of proper information on the part of the unfair competitor, to protect its members from bad accounts, grafters and deadbeats, to establish and maintain harmonious and respectful relations between employees and employers and, so far as possible, to correct other evils that tend toward making the printing business unprofitable as compared with other lines of endeavor which require even less capital, skill and business ability.

Mr. John D. Rerick, formerly a salesman for Barnhart Brothers & Spindler, who about a year ago purchased the Kendallville, Ind., *Sun*, has been appointed Chicago manager of the Challenge Machinery Co., at 194-196 Fifth Avenue. On accepting his new appointment he disposed of his paper and printery and returned to Chicago. He had been successful, building up a fine business, particularly in commercial printing, several specimens finding their way to the National Printer-Journalist and receiving most favorable mention. He was active also as a town boomer, enlisting the personal cooperation of several officials of the Chicago Association of Commerce, which led to permanent civic and commercial organizations from which Kendallville people expect much good.

Former Representative Charles B. Landis and Victor L. Rickets have sold the Delphi, Ind., *Journal*, one of the oldest publications in central Indiana and the official organ of the Republican party in Carroll County, to Enoch E., and B. B. Mayhill of Flora, for a consideration of $10,000. The new proprietors formerly owned the Hoosier *Democrat*, Flora. The paper will continue as the only Republican paper in the county.

Echoes From Convention of Associated Advertising Clubs of America

OPTIMISM IN ADVERTISING.

LAFE YOUNG, Des Moines Iowa:—

No man who is willing to let anything make him feel downcast has any business in the advertising field.

WONDERFUL ADVERTISING DEVELOPMENT.

Ex-Vice-President Fairbanks, of Indianapolis:—

"Advertising has been developed until it has become one of the most prominent features of our everyday life; in fact, it has become a science. The American Association of Advertising Clubs, into which is put so much of energy and the 'get-up and get-there' spirit, is evidence of the fact that there will not be any retreat or diminuation in the development of the publicity side of American business. The best advertiser and the best merchant are synonymous, and THE POOREST ADVERTISER IS USUALLY THE ONE WHO FINDS HIMSELF IN A COURT OF BANKRUPTCY.

"We are far behind some of our competitors in the matter of publicity where we seek the world's markets. The increasing capacity of our manufacturers emphasizes the necessity of turning our attention more and more systematically and intelligently to foreign markets. Much of the effort to advertise our goods not only in Asia, but in European countries, among people who do not speak our language yields results which are scarcely worth the mentioning. There is a failure to appreciate local conditions and the tastes and prejudices of people whose patronage is sought.

* * * * * * *

"We are not only advertising our goods abroad, but we are advertising our political institutions, which are being studied more, perhaps, than at any time in our history. Rulers and cabinets and publicists are making themselves familiar with our government, and it is not difficult to discover the gradual incorporation of many of the principales and features of our own more and more into theirs..

"The American spirit is abroad; there is no suggestion of the intrusion of the bully about it. Our diplomacy is founded upon principles of justice and fair play, and we make our performance square with our professions. We have stood for justice among the powers, both great and small, so that no one has any lurking suspicion of our exalted purpose. While trade is not controlled by mere sentiment, nevertheless universal respect and admiration for our country will not fail to have a potential influence in enlargeing the opportunity of American trade in foreign lands."

ADVERTISING LOWERS COST.

John Lee Mahin of Chicago, presents resolutions:

Whereas, A committee of the United States senate having made an investigation of the causes of the increased cost of living, and having incorporated in its report of said investigation a statement to the effect that advertising is to blame for a part of said increase in the cost of living, and,

Whereas, Advertising is the life-blood of business, and,

Whereas, The volume of advertising is a barometer indication of the prosperity of the country; and,

Whereas, Advertised commodities are acknowledged to be standard of quality; and,

Wheras, The history of advertised articles shows one, or all, of three things: Lower price, betterment of quality or improvement of service; and,

Whereas, The improved standard of living in the United States of America is directly traceable to the increased distribution of high-grade food, clothing, furniture and other necessities of life; and.

Whereas, Because of the volume of advertising they carry, the newspapers, magazines and other periodicals are enabled to give their readers many times the value of the money spent for subsciption in the class and character of reading matter provided, as well as in the quantity thereof, and,

Whereas, Advertising creates a greater demand for an article, and by reason of that greater demand greater facilities are required for its production, and greater producing and distributing facilities invariably lower the cost of manufacture and through that fact lower the cost and increase the service to the consumer; and,

Whereas, The development of the commerce of this country depends upon advertising to an enormous degree, and consequently the wage of the laborer and the profit of the dealer are directly dependent upon advertising; and,

Whereas, The expense of advertising any commodity of general sale is absorbed unconsciously in the greater volume of profits from an increased sale at a reduced price, therefore

Be it Resolved, By the American Association of Advertising Clubs in convention assembled: That we deny and deprecate the misleading and unfounded allegation of the committee of the senate of the United States that advertising is in any manner responsible for the increased cost of living, and further

Be it Resolved, That we hereby earnestly request the congress of the United States in either or both of its branches to appoint a committee or a joint committee to investigate the nature and purpose of advertising in all its aspects, with especial regard to the cost thereof and to the manner in which said cost may or may not effect the price of the commodity advertised. And be it further

Resolved, That we regard such an investigation as necessary in view of the stigma which said report of the senate committee has placed upon advertising, and that the knowledge, experience and facilities of each and all members of this association will be placed at the service of such committee on request.

BENEFITS OF ORGANIZATION AND CO-OPERATION SPOKEN OF THE A. A. C. OF A., BUT TRUE OF EVERY ASSOCIATION.

W. R. Emery of *Everybody's Magazine*:—

"If it had accomplished nothing more than the friendships which have been formed in the various clubs, the orization of the Associated Advertising Clubs of America would have been worth while."

It has left its impress upon the business interests of the country.

It has secured the recognition of the best interests in the publishing and advertising fields.

It has broadened the business viewpoint of the representatives in the business which it represents.

It has decidedly bettered the relations between competing interests.

"And it has materially advanced and improved the general tone of solicitation and the betterment of advertising.

FIND THE PIN THAT PRICKS AND PULL IT OUT.

Arthur Brisbane, New York *Journal*:—

"I follow the policy of talking to readers what they are thinking.

"When you hear a baby crying, words of sympathy will not quiet it, but if you find the pin that is sticking it and pull it out you will be heeded.

"Human beings have all got some kind of a pin sticking them and want something said to fit their special case. Express what is in the mind of the reader and you are hitting the mark, in your work as well as mine.

"Shakespeare is the greatest writer in the world because he correctlly interpeted the thoughts of the millions more correctly than any other."

A Success that is an Inspiration

WORTHY, permanent success comes from intelligent devotion to one's work. The great cause of failure of high accomplishment most frequently comes from yielding to the constant temptation to change. The young man starts out in a calling and proves his ability by energy and hard work. He begins to feel, and his friends encourage him to think, that there is a wider field and greater honors within his reach. He is tempted to reach out for the realization of something greater at once. It may be to seek a political office, where fame may be attained, or to abandon his successful work in a small city to enter upon a calling in a larger city.

Blinded to the possibilities offered by the future, through perseverence in the field where they have already proven their powers, scores of instances might be enumerated, where men—like the dog crossing a stream, that dropped the meat he was carrying, to spring at his reflection in the water—have dropped the

A GENTLY FLOWING RIVER

substance to grasp at a shadow. One very sad instance comes to mind as we write, of an attorney, who, in his own home, a city of considerable importance in Maine, left a good practice to come to Chicago. The result was that he failed in the large city, finally, discouraged and thoroughly disheartened, he committed suicide, and his boys, already started on the downward path—one of the causes that resulted in the unhinging of his mind — went to the bad. Many like instances, one other ending in suicide, press into our memory as we write. In the midst of such recollections, instances of others who have stood steadfast and won, come to mind with a cheering influence.

We have had occasion heretofore to note the inspiring success of W. J. Kline, in the Amsterdam, N. Y., *Evening Recorder,* and now comes to our desk a copy of that paper of August 20th, with the statement that thirty-seven years ago, on that day, the paper came ino Mr. Kline's control, then a weekly, in a very small city compared with its present size. Now, the *Recorder* is a large and prosperous daily, conducted by himself and his worthy son, Gardiner Kline. While we believe Mr. Kline possesses those brilliant, genial, winning qualities that might have made him successful in politics and, very possibly, have given him political position in State and Nation, we know of no office that would have brought such desirable, safe returns, such real influence and usefulness, such secure, happy results for himself and his son as have come from his loyalty to his calling and to his paper. We feel like contrasting his career with that of two brothers who left a paper in Minnesota to win high success in Chicago, but who are now dead, leaving no successors to their business which passed to other hands, while another brother, who remained in the small Minnesota city, has enjoyed a peaceful, prosperous life and has his son with him in his business to enjoy the fruits of his labors and to succeed him, while he enjoys the pleasures and honors of a serene old age, surrounded by love and troops of friends. The greatest things in life are nearest to us, after all, if we only appreciate and make the most of them.

We wish to join with the neighbors of William J. Kline & Son—his admiring contemporaries in the newspaper calling—in extending congratulations.

The Johnstown, N. Y., *Republican* says:

The *Republican* extends its felicitations to the publishers of the Amsterdam *Recorder,* which Saturday reached the thirty-seventh anniversary of its existence under the guiding hand of William J. Kline, who, with his son, Gardiner, still pilots our neighboring city"s evening contemporary.

The Amsterdam *Recorder* of today has a large parish. Its constituency has grown with the years until it has reached a mark that any publisher should be proud of. William J. Kline & Son have one of the most modern newspaper plants in this section of the state. Following a policy of constant watchfulness and progressive effort, the *Recorder* has made itself an effective force for good in the community which it serves. It is a good newspaper today; it will be a betterone tomorrow, and it is the *Republican's* earnest wish that it may continue so through the coming years.

The Gloversville, N. Y., *Leader* says:

Thirtyseven years of faithful, conscientious aid toward the progress of a community is a record of which the management of a newspaper may be justly proud. The Amsterdam *Recorder* observed its thirty-seventh birthday Saturday, and the *Leader* is very glad, indeed, to units its felicitations with those of many another, to congratulate the men who are at the *Recorder* helm, and to acknowledge the worthiness of the success which has come to the *Recorder* through persistent effort well directed. William J. Kline, who for the time referred to, controlled the destinies of the paper, is entitled to no small measure of credit for the work he has accomplished, and in the present team-work of himself and son Gardiner, the journalistic mission is being carried forward with all the vigor and effectiveness which has ever characterized the *Recorder.*

With becoming modesty, the anniversary editorial of the *Recorder* asserts that "these thirty-seven years have been years of hard work and a conscientious effort to give the people of Amsterdam and vicinity a newspaper worthy

of this thriving industrious and progressive community. The *Recorder* has its faults and no one knows them better than its editors and proprietors. But we are constantly trying to correct them, and believe that the paper will bear comparison with other towns the size of Amsterdam, or considerably larger."

Not the slightest doubt concerning the latter proposition, Brothers Kline. Not the least in the world. It's a great thing to make the virtues of a newspaper so far transcend that one fails to discern the faults it may have; and that, in the opinion of the *Leader*, is right where the *Recorder* has most excellent grounds for satisfaction.

We have quoted these deserved encomiums in full,

because of the points that they accentuate: "The most modern newspaper plant"; "constant watchfulness and progressive effort"; "an effective force for good"; "a good newspaper today, it will be a better one tomorrow." And again, "Thirty-seven years of faithful, conscientious aid toward the progress of a community"; "persistent effort well directed"; "credit for work accomlished" and "the *team-work* of himself and son," "journalistic mission carried forward with all vigor and effectiveness."

In the anniversary editorial in part quoted by the *Leader*, the editor of the *Recorder* further says, and herein is found the key to worthy success attained:

> The purpose in its editorship has always been to reflect faithfully the passing life of the city and the world; to stand for honesty and efficiency in public and private affairs; to issue a newspaper of elevated tone and fearless in its comments with regard to men and things—a newspaper, in brief, for the benefit of Amsterdam.

* * * * * * * *

On this birthday, we look back with gratitude for what we have been permitted to accomplish and forward with determination to make the *Recorder* of the future a far better paper than the *Recorder* of today or former years.

In what we have written, we, very probably, have repeated some things that we have written and printed, in speaking of this paper in the past, but then, some things are so deeply impressed upon the mind that they ever spring forth under like influences, and deserve repeating. We are at times quite overcome with the realization of the possibilities of accomplishment in the newspaper calling through persistent, continued, unflagging, loyal, honorable efforts.

From a Gopher to a Hoosier

A VARIED CAREER AS PRINTER AND NEWSPAPER MAN.

The South Bend *Tribune* has a new adertising manager in the person of Frank P. Gould, who will begin his new duties about September 1, 1910. Mr. Gould has great natural ability together with practical experience in all branches of the printing and publishing callings. He is of pleasing address, a good mixer and very energetic.

Mr. Gould was born near Owatonna, the county seat of Steele County, Minn., on May 27, 1877, and received his education in the schools of Minnesota, Tennessee and Indiana, the thirty--three years of his life having been passed in those three States, together with two years spent in Chicago. He has been connected with the newspaper and job printing business since he was fourteen years of age, holding positions with the Bradt, Crandall, Lane and Times Printing Companies in Chattanooga, where he was with the Daily *Times* for three years. For two years he was with the Ketteredge Color Printing House of Chicago; for a time edited the *Record* at Royal Center, Ind., and was owner and publisher of the *Herald* at Kewanna, Ind., for eleven years, one term of five and another of six years, during which he served a year as secretary of the Independent Publishers Association of Indiana and a year as secretary of the Northern Indiana Editorial Association. He at one time owned and oper-

ated a job office in Logansport, where also for one year he was with the *Times* as foreman. After completing his last term at Kewanna he was with the LaGrange *Democrat* as foreman, following which he established the *News* at Star City, Ind., which he sold to accept a position as manager of the branch office of the South Bend *Times* at Mishawaka, which position he resigns to accept the position on the *Tribune*.

"The advertising business is the most important feature in the increase of wealth in the United States and the advertising agent is indispensable to a big man in any big industry. You people do not begin to get paid enough for work if you are doing the right kind."—Arthur Brisbane.

Code of Ethics

OST heartily do we commend the following "Code of Ethics," adopted by the Ben Franklin Club of Chicago, to all printers:—

PREAMBLE.

Recognizing the fact that in the conduct of our business no individual or concern in any community can act regardless of the rights and privileges of his neighbors and competitors, and that while the spirit of competition has been so deeply imbeded in the human breast and so keenly sharpened by the methods of everyday life as to cause it to enter into and influence every transaction, but at the same time believing there are methods of competition which are clean, honorable and legitimate, whereby we can compete without wronging others and without demoralizing the business in which we are engaged, the Ben Franklin Club of Chicago, adopts the following rules, and recommends them to all employing printers:

OUR DUTY TO OURSELVES.

(1) The code of ethics calculated to elevate the status of employing printers must be evolved by the development of moral and intellectual manhood. We should therefore, firmly resolve to test every transaction by the standard of truth and justice.

(2) Take advantage of no man's ignorance, and see that employees are truthful and straightforward, and do not misrepresent nor overcharge the confiding.

(3) It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we would have our competitors.

(4) Mix freely with intelligent and honorable members of the craft and study their ways and methods, and endeavor to secure a reputation in the community as intelligent, honest, first-class business men, whom people can trust with their work without competitive bidding.

(5) Every printing establishment should have some system of ascertaining the actual cost of every job. It is in this way only that the business can hope to be relieved from the deleterious effects of guess prices. Such a system should not only ascertain the facts but record them, so that they can be referred to understandingly, and the information immediately ascertained.

(6) The expenses of doing business, such as the wear and tear of materials, interest on money invested, bad debts, rents, taxes, insurance, booking, and all other items of expense, should be ever before our eyes, and we should never forget that these must be as surly levied on each particular job as its labor cost. Never, under any circumstances, should the minimum cost plus a fair profit be departed from; we should feel here a double restraint; in the first place to cut prices is foolish; in the second place it is wrong.

(7) On no account consent to pay commissions to bookkeepers, secretaries, purchasing agents, or others who have work to give out; it is demoralizing to both the giver and the taker.

OUR DUTY TO THE NEW MEMBER.

(8) When a new competitor enters the ranks, welcome him as a new soldier in the field, and help him with such information and assistance as will enable him to overcome the difficulties which all have so much trouble in surmounting.

Rest assured you can make no better or more profitable investment than the time necessary to do so.

(9) It should be a duty and a pleasure to impart to our less experienced competitors, the knowledge we possess, so long as we are satisfied that the information generously given will be honorably used; in this way the element of ignorance, which does so much to demoralize the craft, may be practically eliminated and one of the most dangerous factors of competition destroyed.

Remember that knowledge, kindly imparted, makes a business friend of one who would probably otherwise be business foe.

(10) The employer who starts with a small capital, and does most of his own work, should ever remember the honorable nature of his calling, and never make the mistake of supposing that because he does his own work he can do it for less than his neighbor who employs fifty or more hands, superintendents and foremen. He should rather insist that the work which he does with his own hands will be better done, and therefore he should receive more for it.

(11) When a printer is offered work which he cannot do, his rule should be to decline it and refer his customer to an office that can do it, and not accept the work hoping to get some neighbor to do it for him and allow him a commission.

(12) When any person asks for estimates on work done by another printer, with plain intent to find cause for a fancied unfairness of the price charged, such request should invariably be declined; it is not safe to criticise any price until one is in possession of all the facts. The work itself when done does not say whether it was done by night or by day, with few or many alterations; these with other unknown conditions may have controlled the price.

(13) In making estimates we are shooting arrows in the dark, and may unwittingly wound some of our best friends when we would have least intended it.

If the aggrieved person thinks he has been injured by an estimate which has taken away a valued customer, his proper course is to seek an explanation, and he should always begin with the supposition that the injurious price has been made in ignorance of all the facts, by thoughtlessness or by mistake. In most cases he can reach such an explanation as will prevent a repetition of the error, if it does not bring the lost work back.

PRICES AND ESTIMATES.

(14) Every establishment should have a thorough knowledge of what it costs to produce the work it sends out, and should determine what percentage of profit it will be satisfied with.

Based upon these two items, it should establish its prices for all work undertaken, whether secured by competitive bid or without a price being named in advance.

(15) An employing printer should not make estimates for work that he cannot do, and when he is devoid of experience in certain branches of printing, should not attempt to price them. It is always unsafe and often unjust to give prices upon work of which the cost is not positively known, and has to be guessed at.

(16) Always have the courage to ask a fair remuneration for any work offered, resting assured that it will be more profitable to be without a job than to secure one in which there is a temptation to resort to questionable methods in order to avoid a financial loss in its execution.

(17) Estimates calling for detailed specifications of separate value of the paper, composition, electrotyping, presswork, ruling, binding, etc., should always be refused. These are details to which the customer has no right; they are the printer's property, and to be careless in giving them away is one of the surest methods of provoking unfair competition.

(18) An employing printer should always contend that he is entitled, when asked for an estimate, to know the

names of all who are to be requested to bid on the work. A glance at the names is often sufficient to show him whether it is worth the trouble to make the necessary calculations.

He should also insist upon his right, if he desires it, to know all the prices offered for the work, and to whom and at what price it was awarded.

The Use of the Phonograph

THE increasing use of the phonograph in both business and editing is one of the interesting incidents or features of economy and betterment.

The following from an article by R. Biglow Lockwood, with the great publishing house, the Hill Publishing Company of New York, that appeared in the August issue of the *Advertising and Selling Magazine*, on "System and Management in a Publishing Office," gives interesting facts as to the use of the phonograph for better dictation, that not only shows the great economy possible by this way in the important branch of correspondence, but also suggests that with properly qualified machine operators or type-setters a still greater economy is possible in printing and newspaper offices:

The company employs no stenographers, or shorthand writers.

Everybody from the president down, who has occasion to dictate, uses the Edison Business Phonograph.

There is no more rifficult line of business in which to apply the phonograph for dictation than a publishing business which issues technical papers, involving as it does many words never used in ordinary correspondence as well as mathematical and algebraical expressions. For this reason the following information regarding the success of the system is of special value, being complied from results obtained under unusually severe test conditions.

It has been figured that letters which formerly cost eight cents a folio under the old stenographic method have been reduced to a cost of only three cents, as produced under the present system of dictating them into a machine instead of to a stenographer.

The main advantage derived from using the phonograph is the fact that the girls in the phonographic transcribing department who operate the typewriters spend their entire time and energy in *producing*. And the girl behind the machine is able to turn out fully twice as many letters a day as the girl behind the notebook.

How the Phonograph Saves

The truth of this can readily be seen when it is considered that in taking notes from dictation at least half a girl's time is non-productive. Every minute she devotes to taking down dictation in shorthand is just so much actual loss in productive efficieucy. And she is idle much of the time while taking notes, owing to the fact that the dictator is inclined to do his thinking and looking up references while the girl waits with idle pencil at his elbow. Often, too, he is interrupted; called to the telephone perhaps, or to interview a friend or talk to some one on business—during which time his stenographer is patiently awaiting his return.

The use of the phonograph eliminates all this. The man who has mail to dictate does the preliminary work of thinking and looking up references *before* he starts the machine with the result that he wastes no one's time. Every minute of the girl's time is occupied in writing letters. There is no waste nor wrongly directed energy.

Phonographic Advantages.

The phonograph never gets sick.

It never comes in late nor leaves early.

It works overtime without complaint and never goes out to lunch.

It repeats exactly what you say and never retorts, "That's what I have in my notes."

It needs no sympathy and you need never be afraid of overworking it.

It never disputes you, nor does it waste its time in looking up references.

Dictating into a phonograph is done in soundproof booths; a little larger in size than the ordinary public telephone booth. An index somewhat like the register on a typewrier indicates the distance traveled by the needle, which enables the one dictating to determine the length of his letter. He can make the machine repeat what he has said, and if he makes a mistake or desires a change in any part of the letter, he simply indicates it on a special chart provided for that purpose.

Getting Better Results

One advantage, the importance of which is not apt to be usually considered, is the fact that many a nervous man when alone in the booth before the machine developes real eloquence. He enters the booth primed with what he wants to say, and simply goes ahead and says it, in his own way, without interruption. It's just this natural way of tallking that guarantees better letters, and it is surprising to note the temptation to *gesture* when talking into the horn.

It has also been found that "juniors" develop more rapidity under this system; due to a great extent to the necessary element of concentration on dictation and the obvious elimination of "side talk." The phonoghaph never discusses the merits of the latest play, nor is it open to compliments.

The records are collected from the booths during the day by boys and delivered to the chief of the phonograph transcribing department.

The Actual Figures.

Right here is the point; the chief is thus able to distribute the work *evenly* among the operators—of whom there are six. No one girl gets more than she can handle, with the result that all are worked in exact proportion to their producing efficiency.

Each wax record holds an average of ten letters of ordinary length, although this varies with the speed of the machine into which the letters were dictated. And each record can be shaved seventy or eighty times. Thus one single record costing 20cents when purchased in lots of one thousand, if carefully used, will produce from 700 to 800 letters.

Figuring at the rate of five cents saved per folio each individual record saves from $3.50 to $4.00 during the course of its life; and even when completely worn out the record can be sold for a trifle.

It must be understood that these figures are largely approximate, as of course records and letters vary. Also, nearly one-third of the work which reaches the phonograph transcribing department consists of editorial matter, the editors sometimes using as many as two or three records for th dictation of a single long article.

The editors occupy seperate rooms and each has a phonograph beside his desk into which he dictates whenever necessary.

Now, as we have suggested, with properly trained operators, or printers, editors, writers and reporters could dictate on the records and send them direct to the compositors, saving all transcribing and of course economizing much time for those furnishing copy.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The American Type Founders Company, in its advertisement of the Boston Wire Stitcher, appearing on another page, says: "Boston Wire Stitchers will save operating expenses, improve the quality of the stitching, increase output, and, in general, prove a panacea for all bindery ailments. The Company will gladly welcome opportunities for getting into communication with present or prospective users of wire stitching machines.

David R. Forbes, of Quarville, Pa., has purchased the *Leader* of Princeton, Ky., as the result of negotiations through C. M. Palmer, Newspaper Broker, 277 Broadway, N. Y. City. The *Leader* is a semi-weekly paper with a good circulation for a city of the size of Princeton, with excellent opportunities for growth. The city is a growing manufacturing and shipping center.

IMPROVEMENTS IN PROOF PRESSES.

There are several new styles of proof presses in process of exploitation by their inventors. We gather from this that the old galley proof press is following the old hand press into innocuous desuetude. The majority of the newly invented proof presses are not self-inking. In other words, they do not go far enough. When the printers gave up the common use of the hand press they were given self-inking presses to take its place. The biggest gain was in the self-inking. It is so with proof presses. Is it worth while abandoning the galley proof press for another non-inking galley proof press? We think not, especially when there are several styles of self-inking proof presses in thousands of printing offices, and also proof presses which are self-feeding as well as self-inking. Those who are contemplating a change will obtain the fullest information in a profusely illustrated monograph on "Twentieth Century Proofing," which may be procured by writing to the F. Wesel Manufacturing Company, 70-80 Cranberry St., Brooklyn, N. Y. A hand-inked proof press is only another variety of the old-fashioned galley proof press of our daddies.

NEW KEYSTONE SPECIMEN BOOK.

The new catalogue and specimen book that has just been issued by the Keystone Type Foundry of Philadelphia, is one of the most complete and practical books of its kind that has ever been issued. The pages are 9 x 12 inches in size and the book consists of 650 pages printed on a heavy sized and supercalendered stock. This new specimen book is the first concrete demonstration that gives the publisher and printer a proper idea of the growth of the Keystone Type Foundry during the past five years.

The specimen book is very thoroughly indexed and is made up into departments which greatly facilitate the showing of type faces and other material, and which will assist the printer and publisher in making a satisfactory selection.

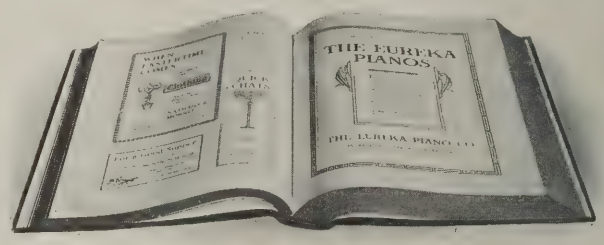
The first department is confined to a mass of information for the printer regarding type and printing material, together with a full set of examples showing impopsition of forms.

The body type is shown in three different ways; first, a comparative showing of lower case alphabets, complete; second, a showing in a regular newspaper measure of 13 ems, and lastly, a showing of the same faces in book measure of 18 and 32 ems.

The job faces are shown in sequence, from the smallest to the largest, but the particular point which willl interest the buyer of type is the fact that nearly every face is shown in practical examples of ordinary job composition and these pages are printed in two colors throughout the book. It is

plain to be seen that in designing this specimen book the Keystone held before them the average limitation of the average office and their idea in making up these display pages was to show their customers how the several faces could be used in the best manner by the average printer by following the ordinary rules covering several classes and kinds of display. The effects of these sample pages are good and in no case are they bizarre. The publication of a specimen book of this size, with the practical examples printed in two colors throughout, represents considerable extra investment which shows that the Keystone Type Foundry are reasonably certain that the money invested will be amply returned not only to themselves but also to their customers.

Immediately following the showing of body and job faces is a complete list and showing of the accents supplied by the Foundry for all job and body faces in Bohemian, Danish, Nor-



wegian, Dutch, French, German, Hungarian, Italian, Polish, Portuguese, Spanish and Swedish accents. This section of the book contains a complete list of all the accents as used in the several languages and each face and size of Keystone type for which accents are supplied is designated by the exact number of accents that have been cut to date. This particular showing in the book in connection with a C. I. P. Price List, which will be issued shortly, will make it possible for the Keystone Type Foundry to circulate this book in every country in the world and show the printers and publishers of such countries the cost of their goods delivered in certain quantities at the most available port of entry in each country. The publication of this list of accents in connection with the C. I. P. Price List is the first real, consistent effort made by any type foundry in this country to further the sale of their goods abroad along those lines which have proven so successful in other lines of merchandising.

The first edition of this new Keystone specimen book is being circulated to a special list, but it will undoubtedly be followed by a second edition for general distribution.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

FOR SALE—Printing plant, containing 23x28 Campbell two-revolution, 8x12 C. & P. press, 2-h. p. Foos gas engine, 25-in. Advance lever cutter, 24-in. Gem perforator, Success wire stitcher, type, cases, cabinets, etc. Everything strictly first-class. Much of the outfit is new. Will sell as a whole or separately. Write for itemized list. Reason for selling, owner's time has been sold to Lyceum Bureaus. Address, Surburban Press, Bellefontaine, Ohio.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

Buy This Book
The Practical Printer

By Henry G. Bishop

Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer - Journalist
Station X - - CHICAGO

$2,973.59 WAS THE CASH RETURN

to owner for personal work on and investment in county seat, middle west, Republican, weekly newspaper property in the twelve months ending April 30, 1910. Town of approximately 2,500 population. Original net cost of equipment $4,715.00. Owner desiring to get into a larger business will sell for $5,500.00 cash. Price includes subscription accounts, but not advertising and job accounts.
Proposition No. 27.

C. M. PALMER
Newspaper Broker 277 Broadway, New York

Boston Wire Stitcher for the Fall Trade!

In rejuvenating your wire stitcher department, for the fall trade, do not overlook the "Boston," the best-of-all wire stitchers.

Boston Stitchers will save operating expenses, improve the quality of stitching, increase output and, in general, prove a panacea for all bindery ailments. Write us!

American Type Founders Company
General Selling Agent

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script, 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

Jaenecke's NEWSPAPER INKS

ARE universally recognized as the highest standard of perfection. Their use is a matter of economy, because of their great covering properties, as it has been demonstrated that a given quantity of any of our Celebrated News Inks will produce a greater number of impressions than any other News Ink manufactured. They possess excellent working properties, do not smut the tapes or angle bars, impart a clean, clear, sharp impression, and print black and uniform. These Inks are manufactured in consistencies suitable for any speed or press.

Correspondence solicited.

The Jaenecke Printing Ink Co.

Main Office and Works: Newark, N. J.

New York · Philadelphia · St. Louis

Chicago Office: 351 Dearborn Street

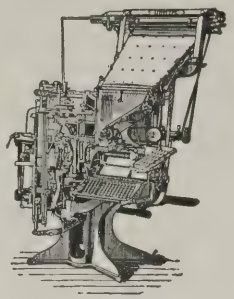
Buffalo Printing Ink Works

BUFFALO, N. Y.

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing

—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City

N-M-C-R COMPANY

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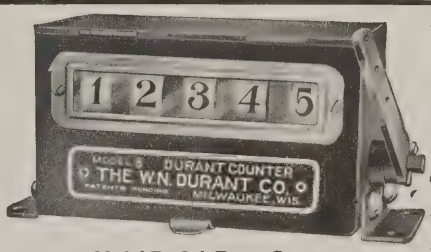

Model B, Job Press Counter

DURANT MODEL B JOB PRESS COUNTERS

Set a new Standard. Equal to our Model A. cylinder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five min tes o any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis

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A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

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Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist

STATION X, - - - CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer
INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use In' of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

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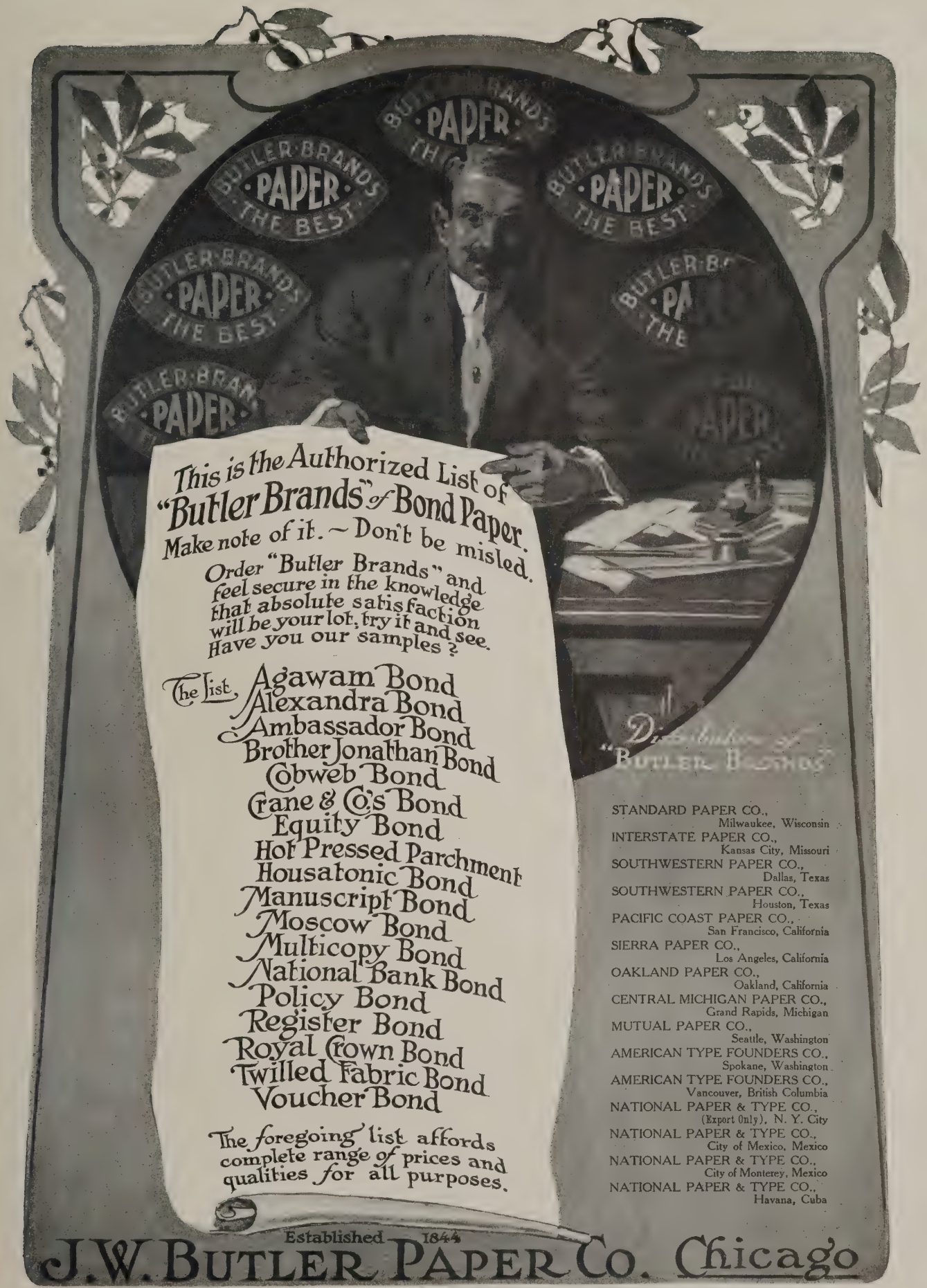
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.



This is the Authorized List of
"Butler Brands" of Bond Paper.
Make note of it.—Don't be misled.

Order "Butler Brands" and feel secure in the knowledge that absolute satisfaction will be your lot, try it and see. Have you our samples?

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Agawam Bond
Alexandra Bond
Ambassador Bond
Brother Jonathan Bond
Cobweb Bond
Crane & Co.'s Bond
Equity Bond
Hot Pressed Parchment
Housatonic Bond
Manuscript Bond
Moscow Bond
Multicopy Bond
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Policy Bond
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The foregoing list affords complete range of prices and qualities for all purposes.

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STANDARD PAPER CO., Milwaukee, Wisconsin
INTERSTATE PAPER CO., Kansas City, Missouri
SOUTHWESTERN PAPER CO., Dallas, Texas
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PACIFIC COAST PAPER CO., San Francisco, California
SIERRA PAPER CO., Los Angeles, California
OAKLAND PAPER CO., Oakland, California
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MUTUAL PAPER CO., Seattle, Washington
AMERICAN TYPE FOUNDERS CO., Spokane, Washington
AMERICAN TYPE FOUNDERS CO., Vancouver, British Columbia
NATIONAL PAPER & TYPE CO., (Export Only), N. Y. City
NATIONAL PAPER & TYPE CO., City of Mexico, Mexico
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Established 1844

J. W. BUTLER PAPER CO. Chicago

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
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MANUFACTURERS OF HIGH-GRADE PRINTING INKS

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THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR "AD." DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
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HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

Buffalo Printing Ink Works

BUFFALO, N. Y.

"It Gets the Work to Keep Us Busy"

That's what Mark R. Bell, publisher of the Prentice (Wis.) Calumet says of the

JUNIOR LINOTYPE

Prentice is a town of only about 1,000 population. Mr. Bell has had the machine about two years. Now he writes:

"We are getting out a much larger and better paper, and thereby increasing our circulation. We are enabled to go after and get a great deal of profitable outside work that we could not get before. Besides getting contracts direct for county printing and other large jobs, we get sublet to us from other printers jobs on which we can make a fair profit at a figure at which they, without a Linotype, could not do the work, and thereby leaving them more profit than if they had turned out the work themselves.

I really expect that the machine will soon force me to increase my payroll, as I need to have additional help to handle the business if it increases much more. Getting up the type for the paper is a snap now, and there isn't any more 'throwing in,' as there used to be every week."

$1,500 Buys One **Easy Terms**

MORE THAN 700 IN USE **JOIN THE 1,000 CLUB**

MERGENTHALER LINOTYPE COMPANY

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MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Company

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

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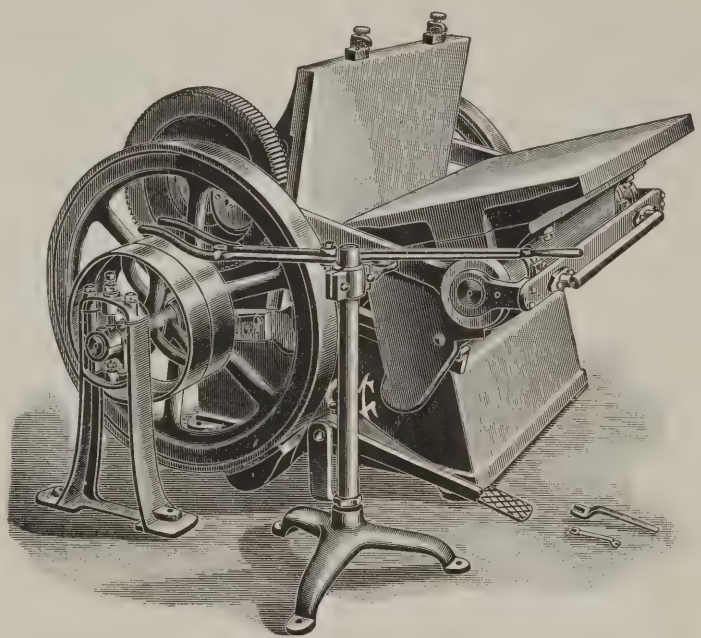
The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

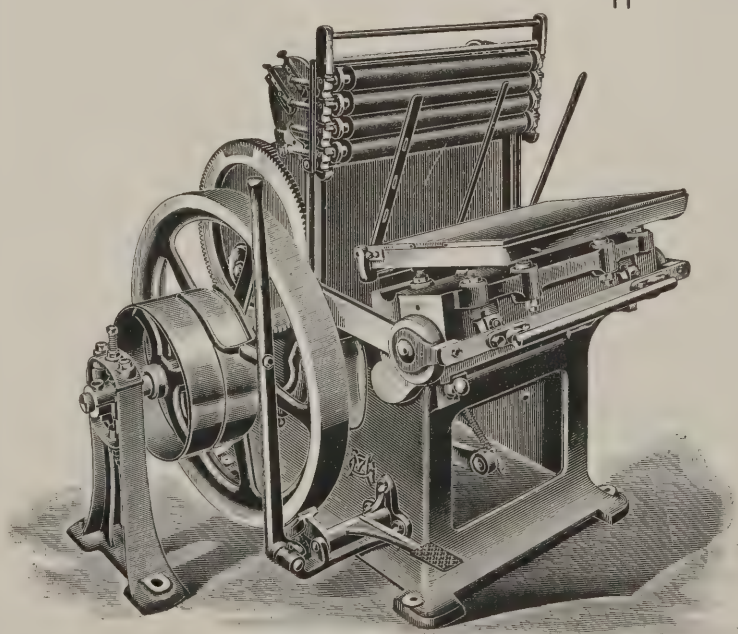
No. 1,	20	x 30	in.	inside	chase
No. 1 1-2,	22 1-2	x 30 1-4		"	"
No. 2.	23 1-4	x 31		"	"
No. 3,	27	x 40		"	"
No. 4,	30	x 44		"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

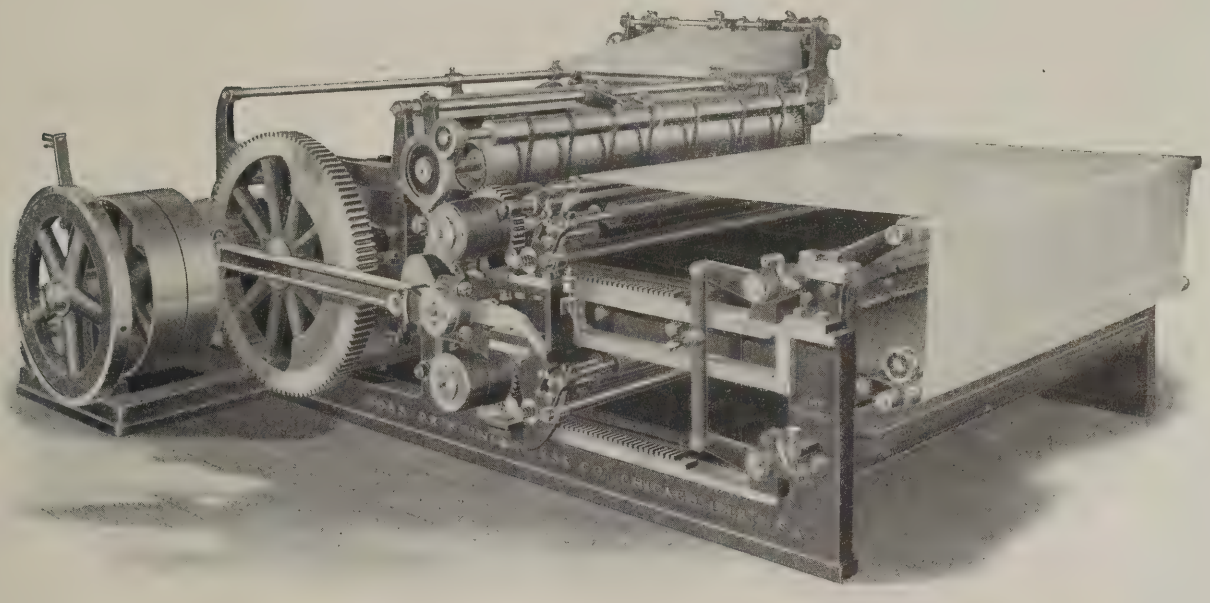
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

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Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

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No. 92 Fleet Street
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Press-room Activity

means profits to you. Idle presses spell ***l-o-s-s.*** The wheels have got to go 'round and 'round in order to earn dividends on your investment. We understand your requirements, and are organized to meet them.

The Barnes-Crosby Company

invites printers to make use of their organization of designers, artists, illustrators and engravers (300 of 'em) in the preparation and execution of illustrations and engravings. Zinc etching, half tones, color plates in two or more colors, electrotypes, wood cuts, etc., delivered to you ***mechanically perfect—on time.*** The kind of cuts that save time and trouble in the make-ready and printing.

We have recently installed a method of direct color photography—as different from all previous methods as day is from night—whereby we guarantee perfect reproductions and quicker delivery than ever. Three or four color process plates are sold outright and become the property of the purchaser. Progressive proofs are furnished with all color plates showing the plates printed in their consecutive order, with the names and numbers of the inks used. Your pressman needs but to follow them, nothing is left to his imagination.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : : Engravers : : Illustrators

(Not Printers)

Complete Plants:

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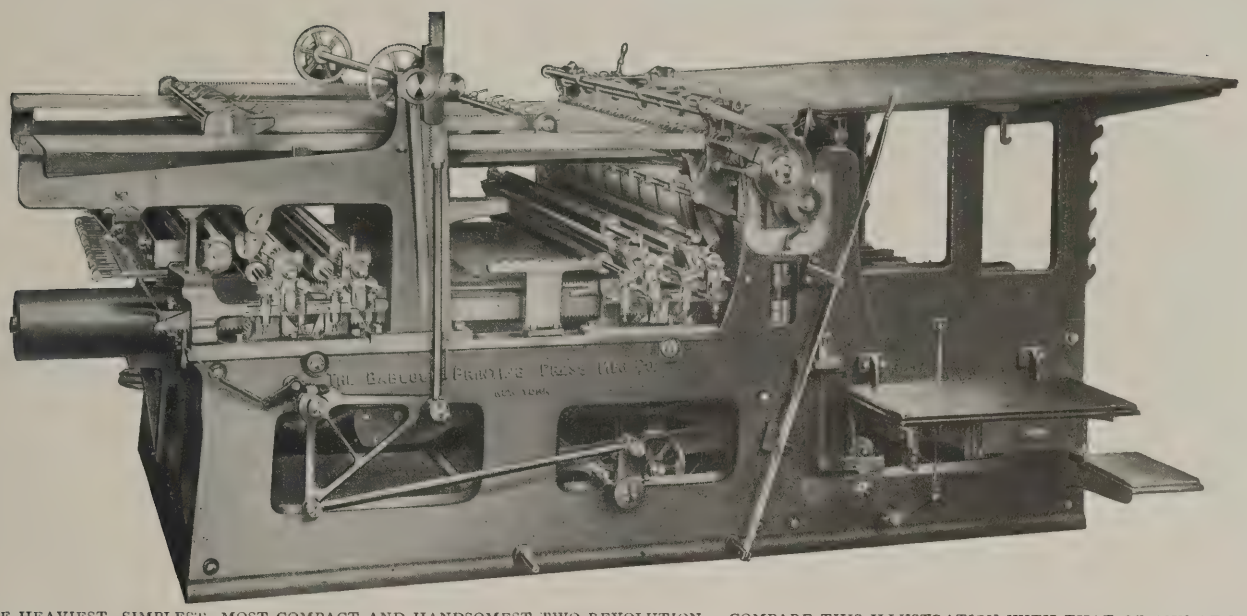
Branch Offices in 15 Principal Cities.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus
The Babcock Optimus

With heaviest forms, full size of bed, how many two-revolutions *naturally, easily and indefinitely* keep their cylinders on the bearers?

Just one—the Optimus.

All claim to offer great impressional strength. How many really furnish it?

Just one—the Optimus.

Guttering is a pronounced indication of weakness. How many are strong enough to avoid it?

Just one—the Optimus.

Almost regardless of other qualities, the press with greatest rigidity is the best press. The Optimus' faultless driving motion; the hanging of its powerful cylinder; its positive cylinder-lift; its massive bed supports, each adds to Optimus rigidity; while some of these very things are elsewhere insurmountable elements of weakness, and positively bar maximum strength. Know the reasons why the Optimus is stronger. *Every quality it possesses is a reason why it is better.*

The Babcock Optimus

SET IN AUTHORS ROMAN

A FEW FAMILIAR FACES . . . . AND A FEW WITH WHOM WE HOPE YOU WILL BECOME MORE FAMILIAR

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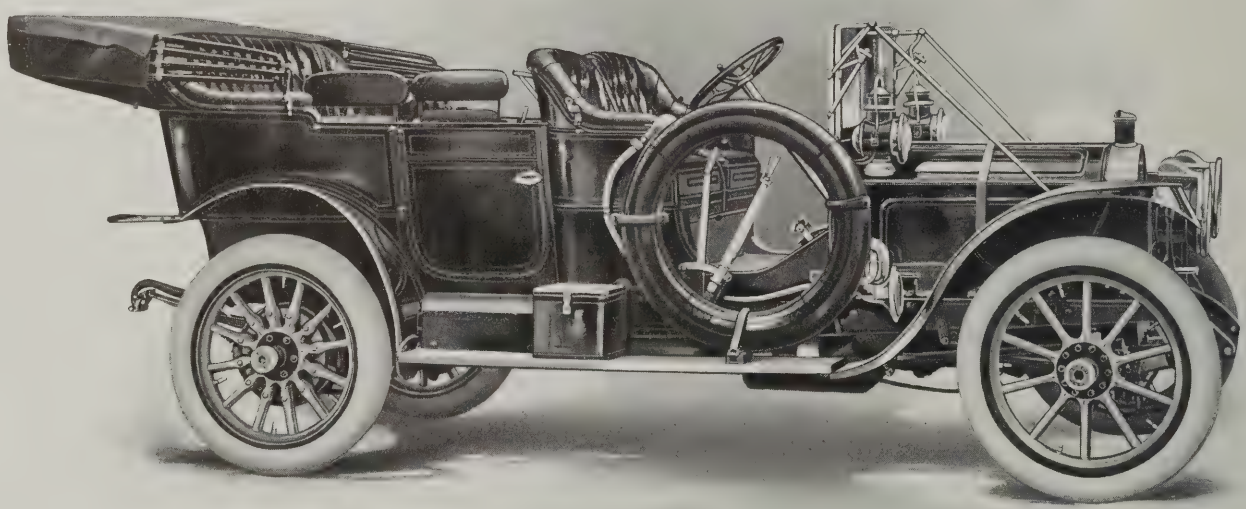
DUAL-TONE GREEN, 2127.



The Queen City Printing Ink Co.

CINCINNATI BOSTON PHILADELPHIA

CHICAGO KANSAS CITY MINNEAPOLIS

Especially adapted for High-Class Catalogue Work

Note Tone, Covering Capacity Cleanliness, Etc.

ANNIVERSARY NO. 5822 HALF TONE BLACK

Simplex Press

BEATS THE REST

Good Workmanship and Material. Trip or Throw Off. Printed Side Up Delivery. Few Working Parts. Power Fixtures and Hand Attachment on Each Machine. Requires no Expert to Erect or Operate.

Six-Column Folio (Guaranteed Speed 1200 per Hour) **Price, $450.00** **Six-Column Quarto** (Guaranteed Speed 1000 per Hour) **Price, $550.00**

BEST VALUE OF ANY LOW-PRICED PRESS MANUFACTURED. FULL INFORMATION AND LITERATURE SENT BY CHICAGO HOUSE OF

KEYSTONE TYPE FOUNDRY, 529 Wabash Avenue, Chicago

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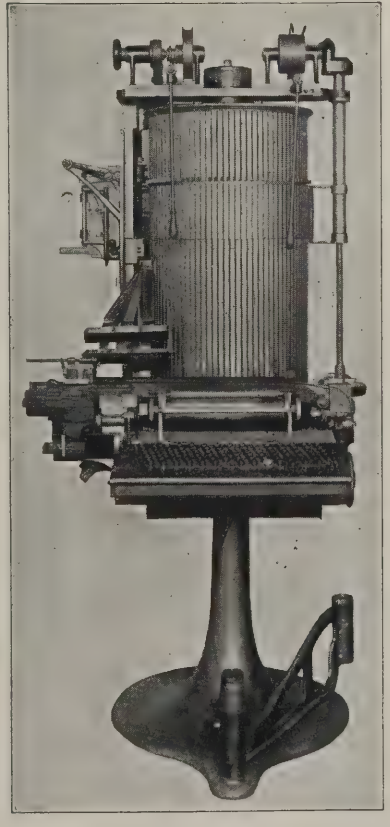
Our unusually large force of expert Draftsmen, Artists and Designers cover satisfactorily every variety of illustrative work for ***Advertisements, Catalogues*** or ***Commercial*** work.

THREE COLOR HALFTONE ENGRAVINGS

(also TWO and FOUR COLOR HALFTONES) by our special process.
MULTI-COLOR WORK for more purely commercial work where economy is a more important factor.

Send for Specimen Portfolio No. 7

GATCHEL & MANNING
(Established 1889)
DESIGNERS and ENGRAVERS
In One or More Colors
PHILADELPHIA



Used Simplex Machines For Sale

10-pt. Adjustable	12-pt. Adjustable	10-pt. Adjustable
Factory No. 1385	Factory No. 1395	Factory No. 1509
$200	**$200**	**$200**

These Simplex Typesetting Machines have been used, but are in good order.

They are practically the same kind of machines
(except the shape of the base)
that are now advertised as Unitypes.

Note factory number and price of each.
No type with these machines.

Gutenberg Machine Company
WILL S. MENAMIN, PRESIDENT AND GENERAL MANAGER
545-547-549 Wabash Avenue, · CHICAGO, ILL.

C. I. Johnson Mfg. Co.

48-50 East Third Street, ST. PAUL, MINN.

Complete Printing Outfits in Stock

Masterman Roman — Standard Line

6-Point 20A $1.00 40a $1.00 $2.00
PROFITS INCREASED With This Type Series 3

8-Point 18A $1.15 34a $1.10 $2.25
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12-Point 14A $1.35 26a $1.40 $2.75
BEST MADE Standard Line

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EARN MONEY Please Customer

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FINE FACES OF TYPE Orders Filled Promptly 8

18-Point 8A $1 65 15a $1.60 $3.25
SUPERIOR Quality

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Tracks NORTH

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SEND Order

36-Point 3A $2.65 6a $2.35 $5.00
Plant BIG

48-Point 3A $5.00 4a $3.00 $8.00
IS Fine

MASTERMAN ROMAN TYPE

Standard Line Highest Quality

Copper Alloy Metal

A neat Lithograph style of face for Bank and Commercial Printing

NORTHWESTERN AGENTS FOR

Evans Attached Folder

Everything in stock to make up complete and modern printing offices. Hamilton Wood Goods, Chandler & Price and Challenge Gordons and Cutters, Colt's Armory Presses, Scott Drum Cylinder Press, Perforators, Staplers, Stitchers, Ruling Machines, Folding Machine, etc.

C. I. JOHNSON MFG. CO.

"Johnsonized" Machinery, the Reliable Rebuilt Machinery

HANSEN TYPE **ST. PAUL, MINNESOTA**

UNIFORMLY EXCELLENT

ULLMAN'S INKS

We always study
We study to please the printer
We study his wants
We meet them

DOUBLETONE INKS and
ULLMANINES

Have helped to make a success
Of many publications
In this and foreign countries.

SIGMUND ULLMAN CO

NEW YORK CHICAGO
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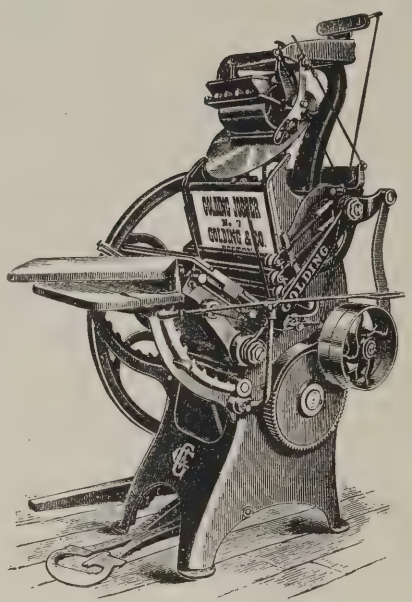
Bargains in Rebuilt Machinery

BABCOCK OPTIMUS

Bed 32x47, 4 form rollers, table and vibrator distribution. Optimus delivery, air springs, trip, back up. Speed 2000 per hour. Printing Surface, 29x46.

Price $1,800



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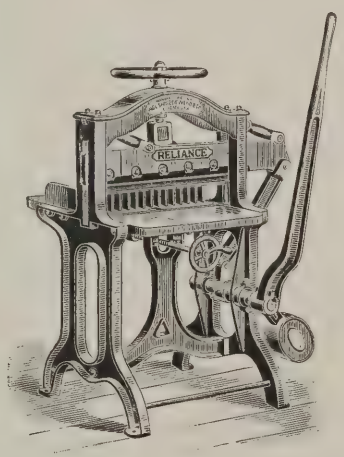
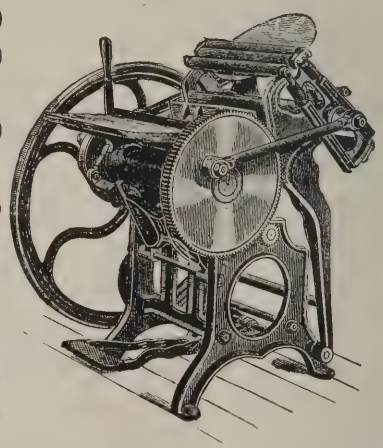
10x15 Golding, with fountain and S. S. fixtures -	225





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30 inch Challenge Power -	$195
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32 " Champion " -	135
25 " Advance, Lever Power	70
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25 " Reliance " "	85

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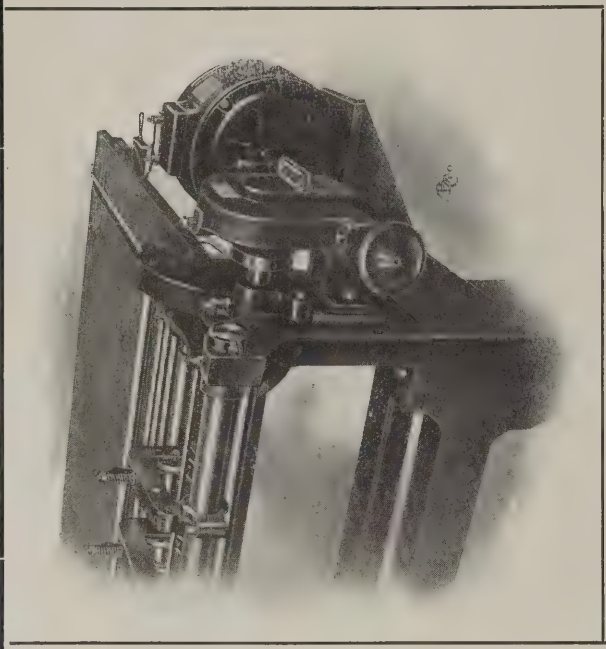

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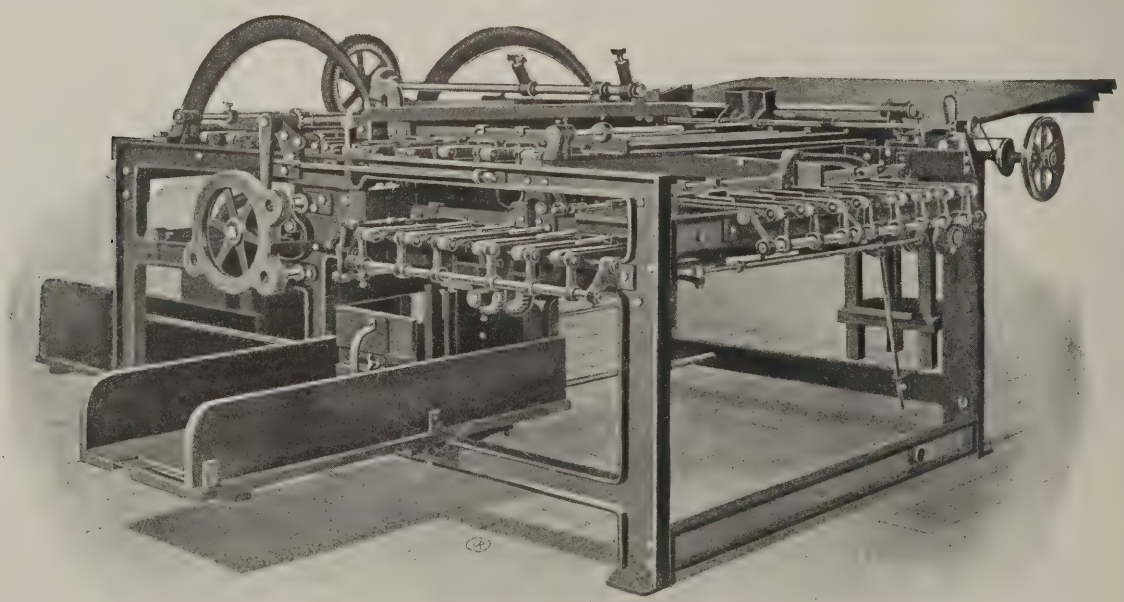

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Job Press Cabinet

No printer can afford to ignore a possible saving of fifty per cent in floor space and from ten to twenty-five per cent in composing-room labor in any calculation of printing-office economy.

That such remarkable results can be and have been accomplished, has been repeatedly shown by statements from our customers. These statements have appeared in connection with our recent advertisements, and copies of these letters will be sent to any interested printer.

This is the day of progressive ideas. As usual, there are two factions—those who lead and those who follow. What printer desires to remain in the latter class, while his closest competitor may be one of the leaders with a modernized composing-room?

A line to us or to your nearest supply-house will bring an expert into your composing-room, who will demonstrate by actual plans and estimates what can be done, what it will cost and the possible saving to be accomplished. No responsibility on the printer's part until we show the scheme.

If you are interested in this vital question of composing-room economy, fill out the attached coupon and mail it to us or to your dealer.

If you have not received a copy of "Composing-room Economy," showing composing-room floor plans in thirty-two representative printing-offices in the United States, write us for a copy.

JOB PRESS CABINET

A Suitable Receptacle for Tympan Paper, Gauge Pins and other Tools, Benzine Can and Wiping Rags.

A pressman without proper tympan stock, cut to size and kept conveniently arranged in a cabinet, must first search for a suitable draw-sheet, and after he has found that, he must search again for suitable slip-sheet material, which must be cut to size with much loss of time and waste of stock.

All this waste can be saved when he has a suitable stock of tympan paper in proper grades, cut to size. It has been estimated that one hour's time on the press can easily be saved.

Mounted on a pedestal of convenient working height; on the top we provide a plate-glass mixing slab. An additional compartment for the benzine can and a metal-lined compartment for oily rags are provided, thus doing away with the danger of spontaneous combustion. The drawer is for gauge-pins.

There are three compartments for hard press-board, cardboard and filler stock, in various grades for use as draw-sheets, and one compartment of larger size for slip-sheets.

These cabinets are made in three sizes, for 8 x 12, 10 x 15, and 14½ x 22 presses. Intermediate sizes can be accommodated in next size larger.

One cabinet can be used to great advantage and will serve two presses when placed in the center, a little back of the pressman. Where space is available, the best results will be obtained by having a cabinet for each press. The compartments should always contain a liberal supply of slip-sheet and draw-sheet paper, and if this is done, the product of each press will be very materially increased.

Send for illustrated supplement to our catalog showing new goods.

Wood Type

We make more Wood Type than all other manufacturers in the world combined. We have thousands of patterns, including those of the old-time concerns, the William H. Page Wood Type Company, the Morgans & Wilcox Mfg. Company, and Heber Wells. We can duplicate any face ever shown in metal or wood.

Wood Type is lighter in weight and cheaper than metal type in large sizes. Our Wood Type is accurate and uniform in height and can be readily worked in the form with metal type.

SEND FOR A COMPLETE WOOD TYPE CATALOG which includes a showing of wood borders, wood rules, calendar logotypes, etc.

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You find it on every piece of Hamilton Furniture

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

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The sheet as shown, is fed short of the gauge and yet it will register. When th press closes, the "Automatic" extends forward and gently pushes the sheet to exac position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

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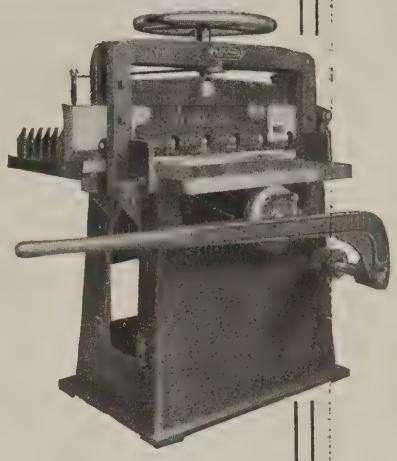
Diamond Combination Lever and Power Cutter

WE give publicity to the accompanying testimonial in preference to a score of others recently received, simply because it refers to one of the first Diamond Cutters shipped—a time-tried machine that has been subjected to the most severe test and one that has met this test in a manner to warrant the unsolicited praise of its owners.

¶ Note the special reference to STRENGTH, ACCURACY and ABILITY TO MEET EVERY REQUIREMENT. These proven essentials, backed by our guarantee of quality and workmanship, should convince you without further proof that the Diamond Cutters are just what we claim them to be—THE BEST AT THE PRICE AND THE BEST AT ANY PRICE.



Diamond Lever Cutter

MEETS THE REQUIREMENTS

Louisiana, Mo., Aug. 16, 1910.

Gentlemen:

We have found the Diamond Combination Lever and Power Paper Cutter which we installed several months ago, to be the first power machine sold at its price, that responds to every test of strength and accuracy.

Our work is mostly long runs and the machine is used to the limit. Up to this time it has failed in no way to meet our requirements.

Very truly,

STARK BROS. NURSERIES & ORCHARDS CO.

(Signed) G. K. Hebb.

¶ Write for circular giving full details—an interesting description of the latest ideas in paper cutter construction.

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Makes Money
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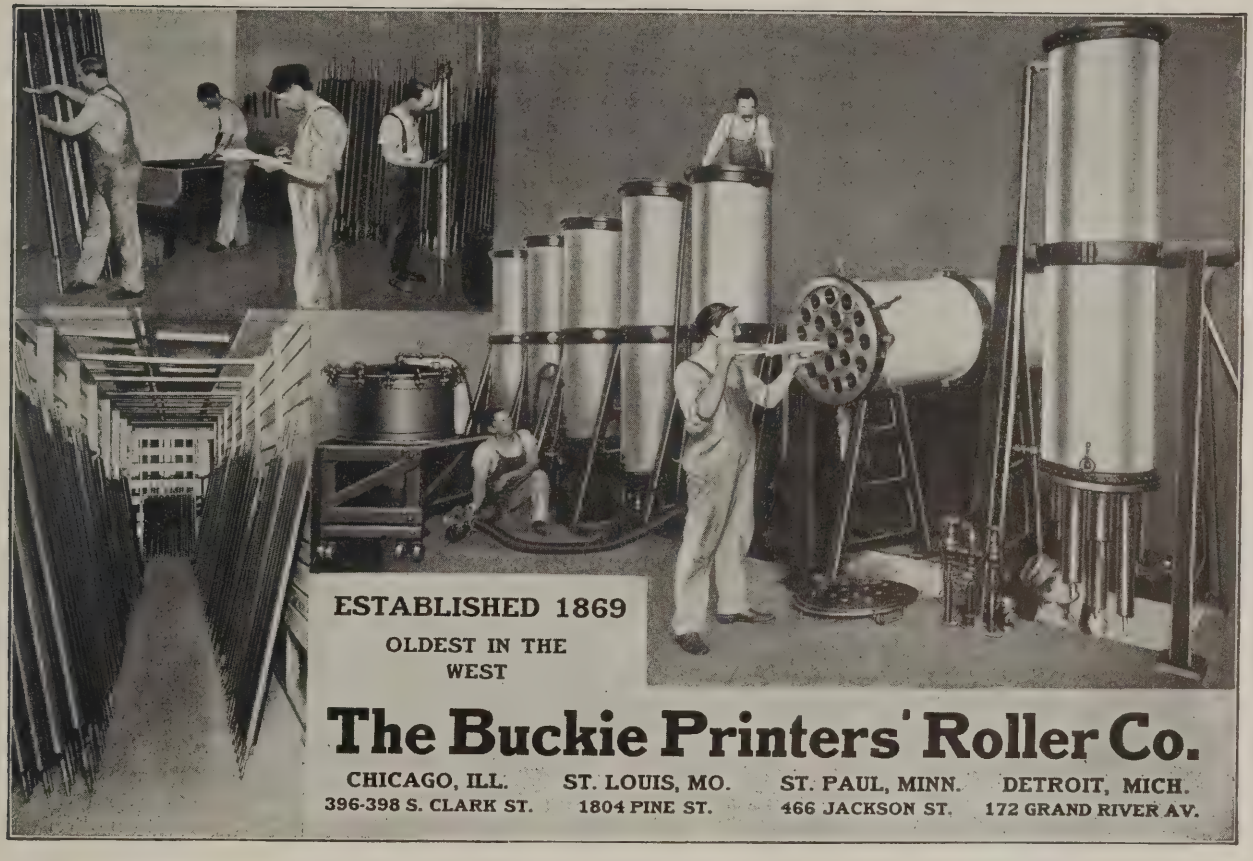
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p. t. o.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, October, 1910 | Number Ten

The Editor's Opportunity

The Successful Newspaper Man

IN his address before this year's graduating class of the Ohio University, speaking to those students who had been studying farming, Washington Gladden pictured the successful farmer as one of whom all who know him may be able to say:

"He is not a plutocrat; he is not leaving to his children any accumulation of stocks and bonds by means of which they will be able to live in idleness on the labor of future generations, but look at his farm; see the fertile meadows where once were swamps; see the forest clothing the once barren hillside; see the growing crops and farm buildings; see the splendid herd and flock that enrich the pastures; look at the records that tell of the fruits and grains he has developed, of the pests he has stamped out; his own farm will sustain four times as much life today as when he began to till it, and every farmer in the land is his debtor.

"And see what he has made of himself. He is the brightest man in the country; these studies and experiments of his have been quickening his intellect and leading his mind out into many fruitful fields of knowledge and culture and all these gains he has been free to share with all his neighbors; if you want to know what kind of a man he is, ask them. He is the heart and soul of all neighborhood life; he has done more than any other man to promote good will and friendship in the countryside and to make it a pleasant place for men and women and boys and girls to live."

As we read this and other extracts from the address, in the Chicago *Tribune,* we felt it to be a splendid text for the study and encouragement of every newspaper man in his broader fields of work and influence.

The editor's farm is a whole city, county, state, or even, in a sense, the nation or, like Wesley's parish, the whole word, for when the printed word is sent forth there is no limit, if it be worthy, edifying and inspiring, as to the distant places that may be enriched thereby.

It is, however, the immediate community, town or county that is to be studied, cultivated, enriched and made better—the editor's homestead farm is the region directly served by his paper. The newspaper man is in touch with all interests and all knowledge and all men. His work is not directly with the clods of the field, with dumb animals, with insensate matter, but with human intelligence, with men, women and youth, who are to handle, develop, and direct these sources of material production, to make them to yield their richer fruits and increase; to develop, conserve, improve, render more useful and enjoyable and to provide the ways of perpetuating the work and providing properly equipped workers.

It is the newspaper man's opportunity to inform, to encourage, to inspire and point the way. Are the waste places to be made fruitful, barren lands to be reclaimed or reforested, exhausted fields to be renewed, it is within a newspaper man's province to bring to the knowledge of his people, as the most important, interesting and profitable news that can be gathered and printed, all the opportunities, the possibilities and methods of "making the wilderness to bring forth and bud that it may give seed to the sower and bread to the eater"; of covering the home hillsides with useful shrubbery or trees; of bringing back fertility to the soil and of editorially enforcing the news or knowledge, so as to cause action and bring results.

Without considering the wants that everywhere exist, it is a newspaper man's opportunity, all the time, to bring to his readers the news of improved stock, whether of sheep, swine, neat cattle or horses and how to secure and to develop the same, as well as of poultry, grasses, grain and fruits; of the needs, methods and benefits of better cultivation; of better buildings and their architecture or construction; of better sanitation; of the economic and social, if not even educational, value of suitable highways and how to make or secure them; of all the improvements in manufactures, their economy and uses, and how to make or procure them; the value of practical and improved educational facilities, and of domestic arts, industrial conservation and healthful human development, physically, mentally and morally, as desirable, useful citizens of the Republic. In a word, everything that touches or concerns human well-being, and all things, security, upbuilding, or happiness afford news or

materials and opportunity for the newspaper publisher in a work of service that is unlimited, and tends toward a permanent usefulness and success that can only be measured by its broadening extent, worth and worthiness. To the end that these things may be accomplished and the work be passed on to his heirs and successors, it is incumbent on the newspaper man to give such a high character and usefulness to his paper as that the readers and patrons thereof will accept no other; to arrange for such a constant incoming stream of valuable knowledge, into the office and sanctum as will demand only continuance and enlargement; to so establish the paper in the good will of the people as to make the business permanent; to so equip the establishment with material, machinery, reference library, offices, work and rest-rooms and furnishings, all in an attractive, sanitary building, well located, lighted, ventilated, and with pleasant surroundings, so as to afford a pleasant place for economic, effective, profitable work, beloved by the employes, and popular among the people as a center of general interest and a worthy home of a newspaper that represents all the best interests of the community, and that is always wholesome, pure, informing, helpful, ennobling, progressive and edifying.

Do these things, and all men may and will say of you: "He is not a plutocrat; he is not leaving to his children any accumulation of stocks and bonds, by means of which they will be able to live in idleness on the labor of future generations', but look at his newspaper and the splendid establishment in which it is printed and on the community which he has served. The paper is prized and loved by every member of the community, its character is so well established that it is trusted and its instruction and admonitions are heeded by all, and subscribers are proud of the number of years they have taken the paper and already young people say that it was the companion of their youth and boast of the years their fathers took and paid for the paper before them. Notwithstanding the value of the plant, and of its superb equipment, location and arrangement, the good-will coming through the established worth and character of the paper, is of tenfold more value. The paper's news and editorial service and arrangements therefor, and the building and equipment speak for themselves. They are the pride of the place and prized above anything else as advertising the city's prosperity and progressiveness and the high character of the people who support it and of all their industries, mercantile establishments, schools, churches and other institutions and benevolences. Go through the building and see where the men work, how everything is arranged for their convenience, comfort and health; how system, order and efficiency are in evidence everywhere, and how every modern, up-to-date appliance is supplied; examine the plats, maps and charts of the city and county on the walls, with the streets and roads indicated, and all the school and public buildings and residence places of every subscriber marked; see the indexes, with annotations as to subscribers and advertisers, as to prominent homes and farms; of old residents and new; of all the factories, leading industries, schools and public institutions, with names of officers, boards of management, teachers and public officials; of all employes, writers, and contributors, and local correspondents with the territory covered by each carefully noted as well as the frequency and character of their letters or service; of the home news centers, and the times to call. In brief, there is nothing and no person connected with the business or of any importance in the field covered by the paper that it not indexed with references. There is no important incident, reminiscence or historical fact connected with the city and county or important personage, or honored, early resident, that will not be found indexed, with reference to the volumes, substantially bound, of the newspaper's files or to books in the libary or to the alphabetically-arranged clippings in the newspaper morgue or laboratory, showing at a glance where the matter desired can be found. Besides, there is a large collection of portraits and views, pictures of schools, churches and factories, dairies and farms, carefully arranged in cabinets and indexed so that any desired cut can be found on a minute's notice. A similar system is found in the bookkeeping and mechanical departments. No mistakes as to cost of work are possible, nor as to advertisements. A careful account is also kept as to the earnings, or productive work, of every employe and even of every press and other machine. This system has taken care to develop and is worth thousands of dollars to the establishment. Look at the arrangement of type cases, imposing-stones, composing machines, cutters, presses and folders. Everywhere convenience in forwarding the work and getting the best results and economy of space, have been carefully studied and arranged for. Herein are savings that in the aggregate, even in a year, will run up into hundreds of dollars, and help the annual dividends to amounts equal to the interest on thousands of dollars.

Notice, too, how the establishment is supplied with the latest and best machines and appliances. This has been brought about by keeping careful account of all depreciation or wear, tear and breakage, and charging off from 10 to 25 per cent for deterioration, and adding these allowances to cost of work, spreading the same through the year, and actually putting aside each month or year the amounts, which such percentages show, for the purpose of the purchase of new type, appliances, or machinery. These amounts are considered the same as wages paid employes, they are due the mechanical departments and must be paid.

This establishment has placed itself beyond the reach of all legitimate competition. Then let us take a look at the field that the newspaper has cultivated and served during all these years. The whole city and the whole country have been treated as a much-loved family homestead should be treated, cultivated and made better. The community has been enriched by the paper, has grown in population and wealth under its nurturing care. There were only two or three manufacturing establishments when the paper commenced its work, but the editor and his assistants studied conditions and resources and learned of the possibilities from visiting other sections and then advocated the building of flour mills, furniture and sash and door factories, stoneware and sewer pipe works, shoe and hat factories, paper and linseed oil mills, creameries and so on, until some forty large, profitable industries, employing thousands of hands, now bring wealth and employment and increased population.

The paper found that the farms were being impoverished by constant cropping with wheat and, after consulting with progressive farmers, commenced a campaign of rotation of crops and dairy farming. The

result was a restoration of the soil, increased crops, greater profits from raising swine, poultry, cattle and horses, and, while the farmers had been growing poorer, every year, they now have money in the banks, besides their new houses and barns, and a great and increasing wealth in stock. The farms have developed in production and in value.

The roads in the country and streets in the city were in very poor condition, but a showing of the economy of good roads and streets brought improvements, and added wealth. Better schools and homes have been advocated and, in all these things, and in the amount of prosperity in proportion to population, the city and country leads the nation. Advertising in and subscriptions to, the paper, have increased with the increase of the purchasing power of the people, and the growth of the population and the increase of their education and intelligence.

The editor advocated industrial education and instruction in farming in the public schools, until now the Board of Education of the city has provided an entirely separate industrial building on the same block with the high school building, devoted to classes in wood and iron working, farming, gardening, printing, wood carving and engraving, with a department of domestic science for the young ladies, in which housekeeping, cooking, and sewing, millinery and nursing are taught. A school farm has been secured in the edge of the city and is cultivated by pupils interested or taking the courses in farming and gardening. Exhibits are made of the shop, and the domestic science department work ,and of the products of the farm and garden at the local Industrial Fairs in September, each year and also at the State Fair in August, and often win high awards and honorable mention. These exhibits find place, from time to time, in the "Exhibition Window" of the paper, are described and commented upon in its pages, and attract broad attention and interest and have no small educational influence and are awakening a deeper regard for the schools. There is also a Natural History Museum in one of the rooms of the high school building, made up of geological, forestry, mineralogical, botanical and mounted zoological specimens, in which the products of the industrial and domestic science departments finds proper display and exhibition. The paper started this musuem by offering prizes for local collections in natural history, and when the same became too large to keep in the newspaper office, turned all the collection over to the school, but kept up the efforts to add thereto, and gathers splendid news items therefrom; subscribers are kept interested and hundreds of parents visit the museum and the school. The paper is always in constant touch with all the schools of the city and county and with the superintendents, principals and teachers therein, and the schools and the paper are united in the minds of the people, and it is wonderful how popular they have become. The paper maintains a regular educational and teachers' department, under the supervision of the County Superintendent, aided by the City Superintendent, the principal and teachers, and has come to be looked upon as an indispensable part of the public school system. No one connected with the schools but that has an interest and pride in and a love for the paper.

Several years ago, through the paper, an industrial association was established, of which the editor has since served as either secretary or president, as he is also secretary of the Farmers' and Gardeners' Club, which he organized.

An industrial fair is held every year and it is different from other fairs, in that every exhibit is accompanied with a statement of the process of production, and talks and lectures are had for two hours each day during which the products are discussed. If the exhibits are of wheat, each exhibit has a tag telling the nature and condition of the seed sown, where obtained and why selected; how the ground was prepared, when plowed, when the seed was sown, how much to the acre; when harvested and what was the yield. All these receive discussion, and the same system, of telling how and why, is pursued with regard to all other exhibits, whether of horses, cattle, sheep, swine, cereals, vegetables, domestic or culinary articles or manufactures. The paper inaugurated and advocated this system, and showed the great value of the practical knowledge to be derived.

The Fair used to be held for only two days, now six days each year are devoted thereto and the interest increases to the very close. Many farmers come with their families and camp on the Fair Grounds, as there are lectures and entertainments every night, closing at 10 o'clock. It is unnecessary to add that the Annual Fair has proven a great educational and social institution and furnishes a week each year of most enjoyable recreation and improvement. Years ago, the running and trotting races of horses, many brought from abroad, were looked upon as the only drawing cards, and selling of pools and betting were indulged in, and the influence was rather demoralizing than uplifting. Trials of speed, as trials of strength, are now looked upon only as a part of the exhibits to help in the awarding of prizes. Instructive addresses and lectures, oratorical contests between advanced pupils in the schools, band concerts and contests, vocal and instrumental music, now lead the amusement attractions.

The paper gives much space to reporting the Fair and finds therein the most highly prized news matter of a local character that it is possible to obtain. In no other local event are there so many thousands of people directly interested.

The paper has started a movement for a splendid agricultural and mechanics building which is sure to prove a success and to add still more to its popularity. Complete agricultural, horticultural, and domestic science departments are maintained in the paper, and much attention is given to good roads, parks and playgrounds, to home improvement and beautifying; to sanitation and all subjects affecting the well-being, the comfort, pleasure and upbuilding of all the people in all their pursuits and efforts for advancement and better conditions.

And the paper, today, has a large, populous, wealthy parish. Its constituency has grown with the years until the paper has reached a mark of which any publisher should be proud. Besides the great and permanent investments in buildings and machinery, making the tangible assets fivefold what they were twenty years ago, the net earnings are more than fivefold what they were when he commenced publishing the paper.

Early in the days of the increasing prosperity, the public were taken into account not only as to the helpful service through the paper's columns, but as to possible collateral and incidental services. In erecting the new building it was located, as is seen, on a promi-

nent corner in the center of the city, with a high and airy basement with great windows on the street sides and in this basement the presses were placed so that all the passers-by witness a scene of activity and see "the wheels go round"; on the street corner a large exhibit or show window was put in and while the products of the job department are shown there, from week to week, the window is given up to the exhibition of attractive articles of local manufacture, one factory being given the window one week and then another the next week, and so on, and during the summer and fall horticultural and farm products are shown, the paper giving prizes for the best exhibits.

Then on the street floor, there is a rest-room for women, opening into a lavatory furnished with mirrors and toilet articles. In the rest room are writing material, a desk and center table on which are files of the paper and popular magazines. On the third floor there is a hall, with a small parlor and a committee or club room and a kitchen. These are all at the use of the public for meetings of organizations for the city's wellfare and for banquets, and here once a month during the late fall, winter and early spring, meetings are held of the local Agricultural and Horticultural Club, and local Improvement and Good Roads Associations, and the Business Men's Association, promoted by the paper. Lunch and rest-rooms, as well as lavatories and bath-rooms are provided for the work people. Besides all this, an information and employment department is maintained and the reference library, maps and charts and other sources of information, are, under proper restrictions, thrown open to the people. The building is made as a center of social, civic, commercial and all industrial, educational and local improvement interests and institutions.

And see what the editor and publisher has made of himself. In the first place he has earned, secured, and holds the confidence, respect and active helpful good-will of all the people. He has broadened through the acquirement of the useful knowledge that he has freely given to the people. He has become a trusted leader, ever consulted on all matters affecting the improvement and upbuilding of all worthy enterprises. He is brighter, more alert and stronger intellectually and every other way than when he commenced his work. His fame has gone abroad throughout the State and he is known not only for the success that he has attained but for the great good that he has done. By helping the people to greater intelligence, to more constant, successful, fruitful employment, and the improvement of their homes, their families and their surroundings, and to cooperate in all local undertakings and improvements, he has driven out bickerings, litigation and grouch. He has formed wide and enduring friendships, has grown in joyousness, hopefulness, and happiness and worth. He has promoted thrift and goodwill and love for homes, both in town and country, with the fruits of contentment and a just and high pride in the city and country so that the people, instead of grumbling over their lot as in years past, are ever ready to declare that they live in the choicest spot, in the very paradise of the whole nation. He has become the heart and made his paper the very soul of the city and county. He has promoted good government, good will, public and private benevolences. He has built up not only a newspaper in the popular sense but an institution of worthy promotion, and impressed his character thereon, so that he will live therein to bless and inspire for many years after he has passed from earth. He has created a business of most creditable proportions, that will not only bring to him rich and abundant financial returns, with love and honor and congenial occupation during his remaining years, but will afford like honorable and worthy employment, remuneration and high standing among men, to his sons and his sons' sons, tending to educate, strengthen and build them up in all worthiness, knowledge, human sympathy, intellectuality and beneficent influence with highest rewards of honor, usefulness and happiness."

Items of Intesest

Mr. and Mrs. John Lee Mahin and children spent August in the east.

The *Tribune* has editorially denied that it is to be sold, and says the late Joseph Medill instructed his heirs never to sell the paper.

Victor F. Lawson has purchased property on which to erect a garage and stable for the *Daily News* to cost, including the land, $200,000.

The Baldwin-Decker Co., of Chicago, has incorporated for $10,000 to run a general advertising and sales agency. J. H. Baldwin, W. H. Decker and Sidney Adler are the incorporators.

E. Walsh, for three years editor of the Chippewa, Wis., *Herald*, has launched a daily newspaper at Auburn, Cal., the Auburn *Republican*. Mr. Walsh in March, 1909, purchased the Placer County *Republican*.

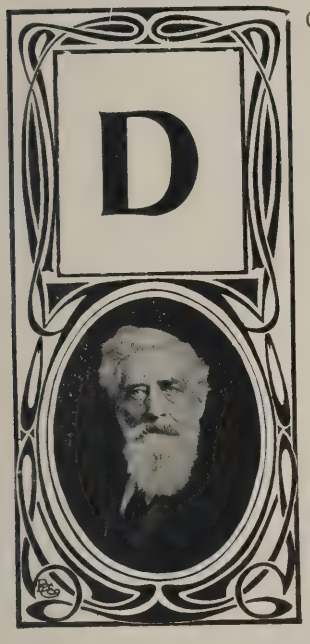
John T. Beem, editor of the Duquoin, Ill., *Tribune*, said to be the oldest active newspaper man in Southern Illinois, celebrated his seventieth birthday recently. He was a charter member of the first organized typographical union.

Editor E. W. Phillips has sold the Minden City, Mich., *Herald* to George E. Meredith. The latter for a number of years has been a successful school teacher in Sanilac County, and was a member of the county board of school examiners for four years.

Des Moines admen will invite Governor Eberhart of Minnesota to come to Des Moines and give an address on state advertising. They will give a big banquet in his honor and at which he will be the principal speaker. This affair is to be part of the crusade for a state publicity bureau in Iowa, which is now being carried on by the admen of Des Moines through their committee of eleven.

The consolidation of the Albert Lea, Minn.,, *Tribune*, and the Albert Lea *Enterprise* is accomplished. Articles have been filed by the Albert Lea Publishing Company, capital stock $50,000, which will control the paper, to be known still as the Albert Lea *Tribune*. The incorporators are J. P. Hurley, L. S. Whitcomb and S. O. Simonson, former proprietors of the *Tribune*; W. A. Moran of Albert Lea and F. G. Atherton of Osage, Ia. It is understood that C. G. Edwards, former editor of the *Times-Enterprise*, retains stock in the new corporation.

EDITORIAL NOTES AND POINTS



DO not fear the repetition of an important fact, and the enforcing of a need and the importance and profit of its supply, in an advertisement or even in an editorial. Endeavor, however, to give a new viewpoint through illustration or comparison, or more forcible or catchy or attractive statements. One blow will not form a horseshoe. It is the same iron all the time, but it must be bent, shaped, hammered, grooved, and punched with nail holes. One blow will seldom, if ever, drive a nail home to its place to serve and to hold. It must be started, then driven through with many taps. Then be clinched and filed before the work is completed, and, then, there must be many nails to hold and render serviceable one horseshoe. It is the same with advertising.

* * *

The Socratic method of reasoning was largely by questioning, and it has been well and graphically said, "Socrates thrust the spear of question through the shield and heart of falsehood." It is a method of reasoning well adapted to the newspaper, though, seemingly, seldom used in this age. The question mark would serve well as the symbol of the newspaper reporter, editor or writer. Often nothing will so quickly expose an error or reveal the truth as an interrogation. Skill in the examination of witnesses and wringing the truth, even from the unwilling, is one of the highest and most useful endowments of the lawyer. It is scarcely less valuable to the editor or the reporter. The newspaper man must "know all things, and hold fast that which is good" or true.

* * *

Everybody, who is worth while in this age and Nation, loves an editor who loves the truth, who is not only fearless but aggressively courageous in the championing of the right, with broadness of view and clearness of vision, free from egotism, selfishness, prejudice, cant or dissimulation, clean and conscientious, with the highest, purest, most intelligent, patriotic, philanthropic idealism. Without any sacrilege, or any irreverence for any Higher Power, the strength, within the sphere of his influence, of such an editor, is above and mightier than any earthly "principality, and power and might and dominion." It is a strength that comes from influencing all the people to act together for sure and effective accomplishment of righteous ends.

* * *

T. V. Bodine of the Paris, Mo., *Mercury,* in an address, at the University of Missouri, rightly extolled, "the commercial value of a good, snappy, honest, courageous editorial page." Service is what deserves and brings reward, and the higher and more worthy the service, the greater the reward, so that he was still right, basing his claim on long experience, when further saying "In dollars and cents, which must be the ultimate criterion, whatever pretensions we may make otherwise, the editorial page pays and pays big. The better it is the bigger it pays, and I say this after twenty years spent in a newspaper office. I have learned it through intimate contact with my readers week after week, by noting the steady and unbroken responses they have made, and by the more simple method of listening to them talk. It is not a theory but a fact."

* * *

J. H. Allred, in an address before the Southern Iowa Editorial Association, gave many points that make for the success of a home paper, and all newspapers are coming more and more to be home papers as telegraph and plate service takes all news alike to cities, large and small, over all the earth. Among Mr. Allred's points were: Make an effort to get all the local or home news; get the nearby or neighborhood events; give illustrations of local scenery; have a system of systematic arrangement of matter; give your advertisements such arrangement as that the pages will balance and each will have live reading matter next to it. (Our Newspaper Criticism Department has given the proper rule for this, scores of times—all ads to the right of the page, the larger at the bottom and the rest built up in proportion to the size, until the smallest crowns the top.) Change the ads every issue, treating them as important trade or store news; be a "booster" for your community, your City, County and State. Try to get out a better and newsier paper each issue. Be interested in your paper twenty-four hours each day, and study how to make the paper neater and more attractive by watch-

ing your exchanges and by the introduction of new ideas. We would suggest the study of a paper devoted to the calling—that reproduces the ideas of the best and most successful newspaper makers all over the Nation, condensed and commented upon—will be the shortest and most economical route to constant and speedy improvement. Such a paper is the National Printer-Journalist and it costs only $2.00 a year while it is worth, to every publisher with brains, in practical suggestions and principles and saving time, five times this amount every month.

* * *

The publisher of a newspaper or periodical, in selling advertising space, does not obligate the paper to support any of the views or principles, creeds, hobbies, or fads of advertisers, and very few, if any, advertisers now expect anything of the kind. The publisher is under obligations to his subscribers to see that the advertising printed is honest. To publish fraudulent or dishonest advertising is to go into partnership with rogues to cheat one's own friends, supporters, customers and patrons. If the things advertised are dangerous to health or life or morals, the publisher who knowingly, ignorantly or carelessly, sells space in his paper for their exploitation, becomes a participant in the crime before the fact and in its commission. If the sales of the goods, through the advertisement, result in the death of the innocent purchasers, then the publisher is a murderer for hire—and a very cheap hire at that. The crime is certainly no less if the one slain happens to be an innocent babe. The government Health Department has recently condemned a number of soothing compounds for infants. It is not necessary to say that he who advertises these condemned drugs shows that he is willing to participate in the crime of infanticide. Several years ago we advocated these views, in answering questions propounded in a Convention of Editors, and were rather laughed at and were thought to have been placed in an embarrassing position by the stand we took, but today nearly all publishers who make any claim to honesty, intelligence or decency, have come to take the same stand that we then took—some twelve or fifteen years ago. There has been a vast improvement and raising of the standard of morality as to advertising in the last decade as there has been in other lines. If the publishers owe it to subscribers that they are not cheated or degraded by dishonest or immoral advertising, he owes it also to honest advertisers that the character of the paper for reliability, purity, candor and fairness be maintained so that the efficiency of the advertising columns may not be lessened by distrust or lack of confidence in the medium in which the advertising appears.

* * *

No other one thing in the history of criminal trials has caused so frequently the failure of justice and the escape of the guilty as has the phrase, "beyond a reasonable doubt," in instructions demanded of and given by judges in all trials of persons charged with commission of offenses or crimes. All that is necessary is that "if you believe, from the evidence, that the accused is guilty, you should so find." To say "if you believe, beyond a reasonable doubt," is to create a doubt, and who shall say whether it is reasonable or unreasonable. No judge though trained in all the law and all the decisions of wise jurists, cannot intelligently draw the line as to what doubts are reasonable or unreasonable, let alone defining the phrase in a way to make the meaning clear to untrained minds. Sir Wm. Hamilton properly said, "Doubt is the beginning and ending of our efforts to know." Doubt means hesitation. It is a vacillating condition of mind. It is the enemy of clear judgment and renders clear reasoning and correct conclusions impossible. The use of such a sentiment or phrase is one of the silly traditions of the law, possibly invented, at the start, by some iniquitous pettifogger or cringing, suborned judge, to save a guilty man from just punishment. Suppose that we apply the same sentiment to the adopting of religion, to advertising, to business, to the taking of remedies when one is sick, to the entering into any of the obligations or sacred relations of life or upon any work or calling. In religion, "He that doubts is damned." All truth is dominant and commanding, but very little truth would be accepted if each one stopped to ask "Do I believe beyond a reasonable doubt." The Bible does not say, "Believe 'beyond a reasonable doubt' and ye shall be saved." The law and facts are the basis of belief in religion, in courts, and in all science and business, and not doubts, whether reasonable or unreasonable. The fact is that no doubts can be reasonable for doubts close the mind to both facts and reason. Supposing that in advertising or salesmanship, facts and arguments are presented and then the customers, patrons or buyers are asked to act if they "believe beyond a reasonable doubt." This would serve to defeat every claim, to set the people, intended to be convinced, to searching for doubts instead of reaching decisions, And lessons about advertising and effective newspaper making are what we have set out to teach, rather than to undertake a needed reform of the courts, that are now so bound up with technicalities, traditions, delays and quibbles, that injustices and wrongs stand, in our courts, at least an equal chance with justice and right; and the conviction of grafters, bribers, perjurers, betrayers of trusts, extortioners, embezzlers and even man slayers or murderers, has become almost impossible.

The lessons to be learned are not to introduce doubts into people's minds—collect and present the news, the facts and thoughts, reasons and conclusions in both the reading and advertising columns of your paper, with clearness, good faith, and entire confidence or dominance. Do not, anywhere, show hesi-

tancy or doubt. If it should happen to be found out, later, that errors had, through wrong information, crept in, boldly acknowledge the error and show how it happened, but never in any way lower the dominant, confident, reliant character of the paper for a single issue, and handle an ascertained and acknowledged mistake in a way to show the absolute honesty and overtopping reliability of the paper. Your readers are your jury and you are not a success as a business man if you do not win the favorable judgment of each and all as to the editorials, news and advertising in your paper. It is the province of the newspaper to make its readers, its subscribers, to know the truth the whole truth and nothing but the truth, to teach them and make them entirely conscious of their needs and desirous of supplying these needs. The greater and more numerous the needs and the realization thereof, the greater the paper's opportunity for usefulness, and by that much more it is prized. The newspaper can afford only to work for the promotion of worthy and laudable ends and objects, and hence has no excuse for begging pardon or deceiving its readers, or for putting them in a hesitating or doubting condition of mind. In addition to the bold and dominant position taken, the newspaper, at all times, must be clear, simple and direct—simple in language, direct in pointing out and enforcing needs and desirable ends—always appearing serene, always superior, through its broader knowledge, never suggesting or acknowledging any doubts as to the entire ability of the members of its greater jury to form right conclusions and bring in a proper verdict from the evidence and the law, the facts and the reasons, presented. If lawyers, who are in theory, and should be in practice, the sworn officers of the courts, to see justice done and wrong defeated, and also the judges themselves, were guided in their words, their conduct and in all their actions, by the like methods that have been shown necessary and obligatory upon every honorable newspaper—for permanent success through honest helpfulness and honest usefulness—the technicalities, the subtilities, the obscurities, the quirks, the trickery, the delays of litigation would soon disappear; courts would perform the high functions for which they have been created, and civic, business and political honesty would be established and a practical righteousness in all the affairs of men would cover all the municipalities, states, and the whole nation as do the waters of the mighty deep cover the ocean's bed.

* * *

Hudson Maxim, in his new scientific work on, "The Science of Poetry and the Philosophy of Language," while treating of "Fundamental Principles," says, "Tone, known also as timbre or tone-color, indicates the character of the instrument producing the sound; and as the instruments change with conditions, it also indicates the condition of the instrument producing the sound, and hence the character and condition of the vocal organs, the speaking instruments of the human voice. **** It becomes evident then, that the tone-color of spoken words indicates the state of the speaker's emotions." This "tone-color" principle has a still broader application. It might be called by another name when applied to writing, but it leads the writer, almost unconsciously, to select those words and expressions that, when read or spoken, will convey the state of the writer's emotions, his very "heart throbs" and his inner character. It is a fact, too, that all impressions come to the brain through sensation or feeling, whether through the sight, the touch, the ear, or the other two senses of smell and taste, so all thought must have feeling or arouse sensation in order to impress. Words are pictures of thoughts, of scenes, or of sounds, are as sweet-smelling flowers in their odor, or as nectar to the taste, or the opposites. It is essential, then, that the writer, to win or please, shall be in tune, right "in the inner part"; shall be filled with all nobility, all wisdom that has come, with the right tone-color, to be a part of the self-instrument, with all sweetness and harmony. If the editor is all out of accord within, his writings will be out of tune, and discord will be the result. Herein might be found the text for a sermon to the community, to the supporters of a paper, whether in a large or small city. The newspaper is said to be the mirror of the times, of the doings of men, but human minds, responding to sensations made on human brains and hearts, compose the reflecting medium, and the "color-tone" must come, to a large degree, from the color of the deeds of men that cause the reflections, or, to go back to the scientific, first principles of our author, who uses an instrument of music instead of a mirror as the basis of illustration, it is not only the condition and character of the instrument, but the forces that operate thereon that give harmony or discord. If the people want sweetness and harmony in the newspapers, they should help by their playing. The instrument must be right, but even the best instrument may be put in discord by the poundings of ignorant, reckless players. Even a church organ can be made to play rag-time music. To depart from this figure to one more frequently used, at present, by complaining politicians, there would be no muckraking if there were no muck supplied in which to rake.

* * *

Injustice is never profitable to a business, to a community or to a State. It may be a little difficult and cause some effort, at times, to discover what is just, but it may be confidently asserted that short-sighted, selfish, narrow ignorance is the fruitful cause of more wrongs, more want and more failures, than any other, and all other causes combined. It has been the bane of printing, though printing is the source of nearly all knowledge and intelligence in this age of the world. Where ignorance brings so many failures, so much ruin and injustice, it is the height of folly to be misin-

formed, or uninformed. The public, that frequently expresses so much sympathy for the laborer and his hire, is ready to demand that the master printer give competitive figures without any opportunity for ascertaining the real cost of the work. The necessity, then, is for greater knowledge, care and intelligence on the part of the printer. That this has come to be realized is shown by the interest in a correct, cost-ascertaining system, out of which is coming a better understanding and a more general demand that printing shall be paid on the only safe, honest, equitable and fair basis of the cost of production, with an added living profit to the responsible producer. The necessity for the movement has been proven by the fact that, hardly without exception, every one who has faithfully persisted in the introduction of a proper, practical, proveable Cost System, has found that the rates theretofore charged had not met the fair and reasonable expenses of production. Now, we are not going to print here the blanks and rules for a cost system, for these would have to be given in separate, incomplete, detached articles, and whole, complete and intelligent systems have been prepared and can be had on application to the Secretary of the United Typothetæ of America, Franklin W. Heath, Bourse Building, Philadelphia, Pa., or to the Cost Commission, or to the Secretary of any of the local Ben Franklin Clubs, and will be presented and doubtless be further amended, enlarged and perfected at the Second Great Cost Convention in St. Louis on October 6th and 7th. Twenty-one years ago we printed such tables from month to month, and then became convinced that only a complete system in book or pamphlet form would be effective. Articles on the subject have their uses in calling attention, creating an interest, in setting printers to thinking, estimating and seeking further knowledge, but that is about as far as magazine articles can be useful, in solving the question of a correct Cost System. Agitation and discussions have prepared the way; furnished valuable facts and suggestions, but we now must have the compiled treatise or system. A cost system cannot be taught in a magazine, any more than can, in such a way, be taught the complete sciences or branches of Anatomy, Physiology or Materia Medica. Besides, blanks have been devised and printed to be used in ascertaining correct costs that can be obtained much cheaper than they can be produced otherwise, and to our way of thinking, the publishing of these blanks in a printers' magazine would be as foolish as printing warranty deeds in a law journal. If any of our readers wish aid in securing these blanks, we shall be glad to assist them. However, we have wandered a little away from what we had intended to be the scope of this "note," which was to impress the reasonableness and the necessity of a reliable cost system and its honesty and fairness to both customers and printers. There are men prepared not only to furnish the required forms for, but personally to install, the cost sysem and all that at very small expense. The first concerted attempt along this line was through the influence of the U. T. A. to form local Printer's Boards of Trade in each of several cities. These were, in a measure, successful, and at least had a beneficial influence in educating the printers, and the purchasers of printing, to the reasonableness of higher prices. They did, in a measure, regulate the prices in the centers where located, but there were tenfold more employing printers outside than within these centers, and their competition had to be met, and, besides, a cry was raised, and prejudice fostered, against these Printers' Boards of Trade, as being combines in restraint of trade and monopolistic in tendency if not in fact. The present educational campaign is vastly superior to this first method, as it is based on the well-founded supposition that if all employing printers are taught the cost, or are induced to adopt a system by which they can ascertain the cost, they will not do the work at prices below what will pay for production and afford a living return for the work and the investment.

OPENING OF SCHOOL OF PRINTING, NATIONAL TRADE SCHOOLS.

Formerly Winona Technical Institute, Indianapolis, Ind.

The School of Printing opened September 6th with a larger enrollment than at any previous opening. Many new students have been entered for the general course of Typography, Machine Composition and Presswork. The Special classes in Machine Composition and in Presswork, which are limited to a given number of students, have all the students which can be accommodated at present. Many applicants for entrance into the Special Linotype course must wait until the next class.

The General Course may be entered at any time while the Special Courses have a fixed date of entry. Students go from all parts of the United States to this School; statistics show that the East contributed the larger number to the course in Typography this year, while the Central States, the West and South, furnish the largest number for Special Courses in Machine Composition and Presswork. The demand for Trade education in all departments except Typography, taxes the capacity of the School at all times. The lax interest in Typography, when taken in connection with the other fact that large numbers of good job compositors are abandoning their department for the mechanical portions of the work, give causes for alarm concerning the outcome of this rush. Such radical changes are bound to effect wages, but aside from the question of supply and demand, there is another of which the older compositor must not lose sight. After a time all mechanical motions become automatic and they are then fast or slow according to the alertness of the brain and the agility of nerve and muscular force, hence the advantage of the artistic over the mechanical is found in the fact that in the former, man increases in efficiency, while in the latter, he depreciates as years multiply.

James G. Doyle, of La Salle, Ill., editor of the *Daily Post*, was a candidate for representative at the Democratic primaries, September 15th. Mr. Doyle was a candidate against Browne, the alleged briber, "for the honor of the county."

The Citizen Conservators of America

AN OPEN ORDER OF CONSERVATION, INDIVIDUAL SAVINGS, INVESTMENT, PHYSICAL, INTELLECTUAL AND ETHICAL DEVELOPMENT, INDUSTRIAL EDUCATION AND PROMOTION.

CARDINAL PRINCIPLES.

N opportunity for everyone and everyone for an opportunity.

Industry, Thrift, Security, Independence, Helpfulness of each for all and of all for each.

Civic Righteousness—duties to all and each recognized, understood and loyally performed.

Good Government—through wise laws honestly administered, without fear, favor or exploitation for glory, personal advantage or gain.

Conservation and improvement of all natural resources and of all the powers and faculties of body and mind, the duty of each and all—a personal filial, patriotic and philanthropic obligation that can not be neglected without irreparable loss to the individual, to the family, the State, the Nation and to mankind.

Sanitation—health promotion, culture and preservation—a personal and civic obligation that can not be avoided nor slighted without greater loss and calamity than comes from the waste of all other sources of wealth, or production.

The rights of each as to person, employment and possession, with innocence, virtue and charity, the concern of all and to be respected and guarded with all the zeal, boldness, wisdom and chivalry of intelligent, advanced knighthood, for every man is a brother and every woman is a sister and each a child of the one benevolent All Father.

Honest, earnest co-operation for industrial and educational fitness, preparedness, betterment and advancement, and the securing an independence to each individual through regular savings and the full fruits of the just earnings thereof, are the demands and opportunities of this age of enlightenment and fraternity.

Litigations, wars and violent contentions are a disgrace to civilized peoples of enlightnment and virtue—a sad inheritance of an ignorant and brutal past—bringing immeasurable and unnecessary waste, misery, destruction of property, disaster to the contestants and to the public; retarding improvement and progress and are unnecessary between individuals, states or nations, who seek equity, right and justice. All disputes, disagreements and misunderstandings should be settled by arbitration through legally constituted, permanent arbitrators, or through arbitrators, to be chosen under proper regulations and safeguards, who shall be intelligent, free from prejudice, just and equitable.

Security to society and all honor rest in the conservation or production of those things that are of real value or use for sustenance, comfort, intelligent pleasure, security, strengthening or upbuilding. Society, government and all community among men rest upon the rendering or returning an equivalent through service or other consideration. That which one does not earn, in some honest way, he, in effect, steals.

Conservation to be effective and permanent must begin in every home, be continued on every piece of land; waste from erosion must be prevented, water must be retained, floods prevented, the streams kept clear, all offal and garbage be used for fertilization, all that is taken from the soil must be returned to the soil.

Fashion that means the violation of any of the laws of being or that carries an infringement on the rights of others is a crime.

To aid in the carrying out of these principles and those co-ordinate thereto, and to supplement the homes and the schools in the development and equipment of youth for successful, happy lives, and the creating and maintaining a proper citizenship for the preservation of self-government, and all the rights, and interests of the people, an organization, open to all the people, has become a supreme necessity and is hereby decreed:

ARTICLE I.—NAME.

This organization shall be known as the Citizen Conservators of America.

ARTICLE II.—OBJECTS.

The objects of this association shall be the bringing of citizens and youth into organizations for mutual helpfulness and improvement, for the better performance of all the duties and work of life; for the affording an opportunity to each and fitting everyone for an opportunity in life; for the securing of funds for each member through daily savings that shall be paid on stock each week, to be loaned out on security for the building of homes, the development of farms and the financing of industries; to promote good government; to encourage and advance agricultural, horticultural and other industrial production and improvements therein, as well as to encourage all worthy arts of peace and the dissemination of all helpful knowledge, and in every way possible working out and establishing the declared cardinal principles of this organization, to conserve and improve all natural resources, and to work for the highest good of all its members and for the upbuilding all the people physically, mentally, morally, educationally and spiritually.

ARTICLE III.—DEPARTMENTS, BRANCHES AND MEMBERSHIP.

SECTION 1. This organization shall consist of Round Tables of not less than twenty-eight members, ten Round Tables shall constitute a Camp, Ten Camps an Encampment and the Encampments of a State, or Nation, not less than ten in number, shall constitute a Grand Encampment, and a Supreme Encampment of the World, shall be composed of delegates from all Grand Encampments.

SEC. 2. All persons of good moral character who shall respectively and individually declare a desire to promote the cardinal principles of this organization and to work for the accomplishment of its objects and agree to live in accordance therewith and to keep and comply with its laws and with the requirements and rules of the rank or branch in which admission and membership is sought, shall be entitled to membership herein, provided that such applicant is a resident of the territory over which the Round Table or Camp in which membership is sought has or holds jurisdiction.

ARTICLE IV.—SUBORDINATE RANKS AND BRANCHES.

SEC. 1. There may be organized under and subordinate to the Citizen Conservators of America, with like principles and objects, Citizen Conservator Recruits, to consist of young men between the ages of eighteen and twenty-one years; Citizen Cadet Conservators of America to be composed of boys between twelve and eighteen years of age—to be divided into Round Tables and Camps, provided that Father Conservators of such Round Tables and Senior Conservator of such Camps, who shall have general advisory power and direction shall be men past twenty-five years of age chosen or designated by the regular Round Tables and Camps of the same jurisdiction or with their approval and consent.

Like Subordinate Round Tables and Camps under the name of the Citizen Conservator Ladies of America, composed of matrons and misses past 21 years of age.

d. Citizen Lady Recruit Conservators of America, composed of young ladies between the ages of 18 and 21 years.

e. Citizen Girl Conservators of America, composed of Misses between 12 and 18 years of age. These subordinate ranks shall have like boards and officers as that of the Citizen Conservators of America, designated by proper feminine appellations.

ARTICLE V.—OFFICERS.

The Officers of Round Tables shall consist of a Father Conservator, a Steward, a Scriviner, a Reader and an Almoner. Each Father Conservator of a Round Table shall be a member of a Board of Conservators of each Camp; each Steward, Scrivener, Reader and Almoner shall, in like manner, be respectively a member of a Board of ten Stewards, Scriviners, Readers and Almoners of the Camp, and each of the boards respectively shall chose from their members each year a Senior Conservator, Senior Steward, Senior Scrivener, Senior Reader and Senior Almoner, who shall constitute the executive officers of the Camp and in like manner these Senior Officers of the Camps shall constitue the six boards of each Encampment. The Boards and Officers of the Grand and Supreme Encampments shall be constituted and chosen in like manner. There shall be also employed by each Camp, a Health Conservator.

ARTICLE V.

All members of Boards and Officers of Round Tables and Camps shall be chosen for one year, and of Encampments for two years to serve until their successors are duly chosen and qualified, provided that any officer may be recalled for inefficiency, wrongdoing, immorality, or neglect of duty.

ARTICLE VII.

Each and every Camp shall duly incorporate under the laws of the State or jurisdiction where located with capital stock of not less than fifty thousand dollars or more than five hundred thousand dollars, divided into shares of fifty dollars each, payable in installments of twenty-five cents a share a month, and the funds shall be deposited regularly in a designated national or state bank, each week when paid, to draw such interest as may be obtainable, for the benefit of the stock, to remin until drawn out for approved loans. It is the intent that the loaning and handling of the funds of the different camps, shall be along the lines generally pursued by the best local Building and Loan Associations of the United States and shall remain in and under the control of the Camps, subject only to advice from Encampments or Grand Encampments when request is made therefor, the Encampments acting entirely as fraternal, advisory and promotive agencies for the carrying out the educational and conservation work undertaken by this organization. Money can only be loaned on the stock of the organization and on real estate.

Provided, That each Round Table may purchase, occupy and cultivate for the carrying out of the educational and other objects of this organization forty acres of land, and each camp not to exceed four hundred acres of land, and further

Provided, No one member or person shall be permitted to subscribe for or own, at any one time, more than five thousand dollars of the capital stock of such Camp.

(To be concluded in November issue)

Father J. E. Copus, S. J., will be head of the new school of journalism to be instituted at Marquette University at Milwaukee. His experience in newspaper and periodical work is extensive. Once reporter on a Detroit newspaper, where he held down a "police court" run, he gradually worked up to the position of editorial writer.

Brief Notes of Interest

Albert C. Hacker, fifty years old, editor and publisher of the Shoals, Ind., *News*, fell dead of heart disease recently.

The Zion City Independent Publishing Co., of Zion City, Ill., has been incorporated by Arthur Stevenson, Alva Meyers and John H. Sayrs.

The Washburn, Wis., *Times* has changed hands. Nels M. Oscar, editor and manager for the last five years, retires, and Rev. George E. Plant assumes charge.

J. L. Brockman, proprietor of the Steeger, Ill., *Herald*, has sold the paper and his printing plant and contemplates locating at Portland, Oregon, in the printing business.

The Bridgewater, Iowa *Times* has been sold to F. V. Brower. Otto Chantman, who has published the paper for the past three years, has not decided what line of work he will take up.

A. F. Conklin, editor of the Belvidere, Ill., *Daily Republican*, has withdrawn from the contest for County Superintendent of Schools of Boone County as his paper did not want to lose him.

The Advertisers Service Corporation has been incorporated with a capital stock of $15,000 to do advertising and publishing; incorporators, Charles Tidholm, James P. Graham and Russell H. Wilson.

Frank L. Boyden, who recently sold the Newton, Iowa, *Daily News*, and then bought the Newton *Journal*, has turned the latter paper into a daily. This gives Newton, with 5,000 population, two daily papers.

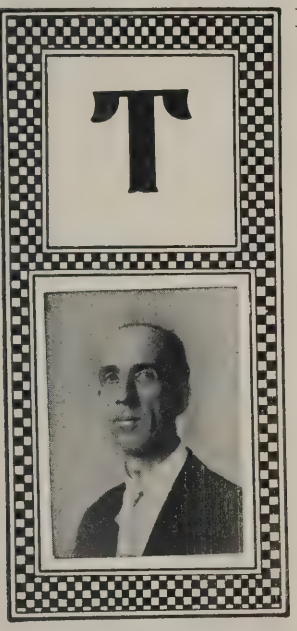
J. C. Howell, who has been an assistant manager of the Warner Instrument Company at Beloit, Wis., for the past year, has resigned to become advertising manager of the Reed & Barton silverware house of Taunton, Mass.

Dean Walter Williams, of the School of Journalism of the University of Missouri, is placing upon the walls of Switzler Hall, the Journalism building, at Columbia, Mo., large framed, autographed photographs of the past-presidents of the National Editorial Association. Among the photographs already presented to the School are those of B. B. Herbert, P. V. Collins, John Dymond, Louis Holtman, W. S. Cappellar, A. O. Bunnell, Albert B. White, Byron J. Price, and James R. Bettis.

Mrs. Magda France West, of the local staff of the Chicago *Examiner*, is the possessor of a souvenir of the Knights Templar conclave which, together with the circumstances of the presentation, is probably unique. So well did she do her work and so charming did she make herself to the distinguished Lord Euston of England, who attended, that he presented to her the silver insignia of the highest degree in Masonry, saying with impressive dignity as he did so, "This, Mrs. West, is to indicate to you our appreciation of the most intelligent, the most charming, and the best-bred reporter it has ever been our pleasure to meet." Lord Euston also wrote to Mrs. West a personal letter, expressing his admiration of the correct and clever reports written by her.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



THERE was some unusually nice work sacrificed in that bunch of specimens which went astray and failed to get into our last issue, and I have not yet recovered from my grief over the affair. The NATIONAL PRINTER-JOURNALIST has so many friends in the engraving business all over the country that its plates are likely to be made a good many miles away. The express companies, and the United States mail, are usually the two most reliable institutions in the country, however, as is attested by the fact that such a slip has never occurred before in the history of the publication. If traced down to the bottom it would probably be found to be due to that prolific source of mistakes—the summer vacation. It is right and proper that everyone should get away from work for a little season each year; but it is very much of a problem how to allow them to go and at the same time maintain the efficiency of an organization. Printers have their troubles in this regard, the same as everyone else. They are not "common carriers," however, and do not have to accept work unless they have the facilities for getting it out. But it is rather exasperating, to say the least, to have to turn down a good piece of business just because one is short-handed and is therefore unable to get it out within the required time limit.

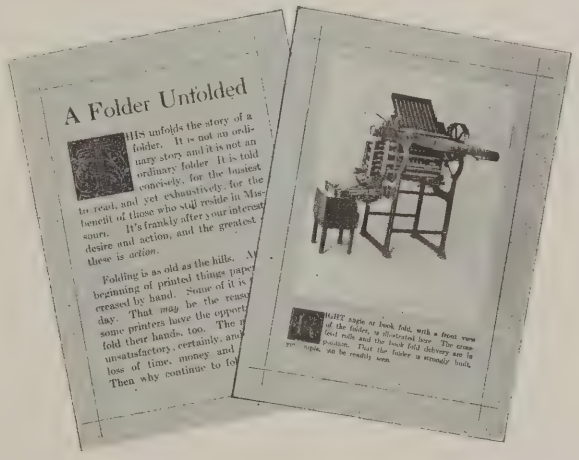
I have so often given the readers of this department the ideas contained in the following extract that I am glad to have this opportunity of presenting them in the language of some one else; for there can be no question but that they need frequent repetition. This clipping is from *The Winona Printer:*

Valuable suggestions are obtainable from the specimen sheets used as advertisements by ink makers, type founders and paper manufacturers, as well as those found in the leading trade magazines. Every facility for producing the best effects is employed by these advertisers; no money is spared either for skilled artists or finest grades of stock. They aim at perfection in every detail.

That there is, on the part of some printers, a notable lack of observation of the value of these works of art, is apparent in their office stationery. Even when the arrangement of the type, the color, the color effects, the quality of the stock and the general tone of the work is seriously studied, the printer too often falls into the error of mere imitation. The impulse to imitate is particularly strong when one is fascinated with a certain fine specimen. Instead of appropriating the suggestions in a way to stimulate one's own genius, many, it would appear, are tempted to resort to mere reproduction, usually with distressing results. Imitation is not a safe refuge of incompetence, and when a printer descends to it he does so at the cost of his individuality and self-esteem.

Another error which the printer should avoid is that of superfluous variety. When a new type face or a new border arrives, there is a temptation to "work it to death." The mistake lies in the tendency to crowd into one job every idea suggetsed by the new faces or the specimens. Such attempts may be described as the shooting of the entire load at one charge. The good to be gotten out of specimens is not in their imitation, but in studying the underlying principles and in forming combinations dissimilar to those presented, yet harmonious in their general effects. Don't be a mere imitator.

Two pages from a creditable booklet are here shown, the same being from the press of the Corday & Gross Company, Cleveland, Ohio, and advertising the product of the Cleveland Folding Machine Com-



pany. The stock used is a light brown shade of antique laid, and the printing is in black, with rule borders in green and initials in black, green and gold. It is tied inside a cover of green cloth-finish stock, delightfully printed in green and gold. The illustrations are tipped on. Altogether it is a handsome piece of work.

A piece of printing which is a graphic example of how to be elegant though plain is a little folder sent out by the Swink Printing Press Company of Cleveland, Ohio. The inside four pages are plainly and tastefully printed on the best grade of heavy enamel paper, and tied with a silk cord in a cover of antique cream cover stock, which is blind stamped on a small square in front to furnish a smooth printing surface for a chaste and harmonious title. The printing was done by the Brooks Company of Cleveland.

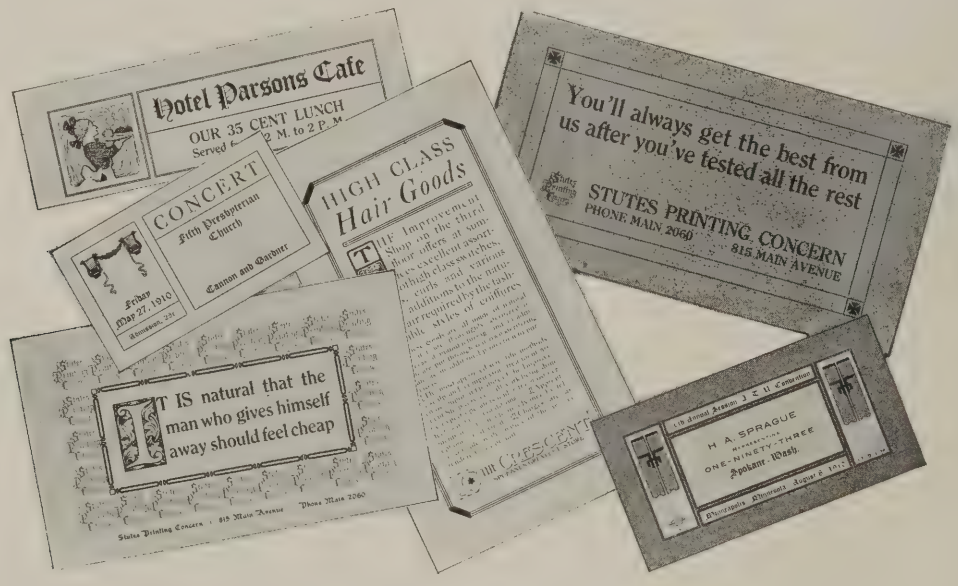
Gatchell & Manning of Philadelphia are sending out a little booklet for the particular purpose of arous-

ing an interest in the advertising of cities by means of books and other similar literature. Of course, it goes without saying that this particular piece of work is a "top-notcher," and a strong appeal is made to city officials and others who have the giving out of such work to make sure that no printed matter goes out which shall be a discredit to the town. This very thing has been mentioned so many times in this department that I want just to drive in another nail and clinch the matter still further by quoting briefly from the argument set forth in the booklet in question:

> The character of this advertising matter is a potent factor in influencing the recipient—cheap, dowdy-looking, poorly-printed literature will unconsciously convince the man who receives it that the town sending it out is cheap and shabby.

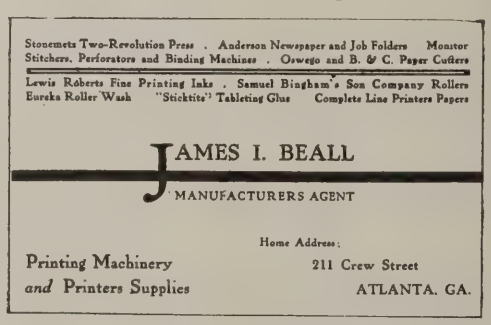
A booklet can be neat, catchy, "decent," without going so far up into money as to be prohibitive to anyone but the "malefactor of great wealth." Here before me is an issue of the *Capper Bulletin,* published in the interest of the Capper publications of Topeka, Kansas. It contains 32 pages, including the cover, which is printed at the same time as the body of the book. The front is entirely covered by a halftone, however, so that it has the appearance of being different from the inside. The brown ink used helps to accentuate this impression, for it looks darker on the type inside than on the plate outside. The pages are all machine set, but they are so carefully made up and printed that they attract the attention wherever one turns. The shape of this little publication also helps to increase its attractiveness, it being 9 inches long by 3 inches wide.

C. E. Syler, foreman of *The Vandalia Leader,* Vandalia, Mo., sends a bunch of letter heads on which he asks criticism. They are most of them printed in an Engravers' Roman, or one of that family of types, and some of them are quite satisfactory, although they should have a little better attention on the press. This class of work should be as near an approach to lithography as possible, and makes it especially necessary that the presswork should be given particular care. The ink should be of the best, with no suspicion of a brown cast, and with sufficient body so that it will cover without using so much as to smudge. The ink used by Mr. Syler seems to have been of a fairly satisfactory grade, but the mistake has been made of using too much of it. Another mistake, which one is very apt to fall into in the use of type of this class, is that the sizes have been allowed to run too large for the work in hand. I will call Mr. Syler's attention to two extremes in the matter of size of type, one of them being the head for the Vandalia Corn Carnival and the other that for Moore & Ellis. This latter is very neat and satisfactory. I should make no change in it at all, though it would stand a larger size of type if desired. The other is set on by far too large a scale all the way through. The use of such large type carries one beyond the idea of a dignified letter head, and into the realm of the large bill head, the office blank, the advertisement. On one of the specimens in the lot, a word has been abbreviated in the main line in order to get in a larger letter than was necessary or desirable. Thus the head was disfigured in two ways. On some of the heads Mr. Syler has used combinations of different sizes, giving a cap and small cap effect, and I think he will agree with me that this would have been employed to good advantage on many of the others.


Hotel Parsons Cafe
OUR 35 CENT LUNCH
CONCERT
Fifth Presbyterian Church
HIGH CLASS
Hair Goods
You'll always get the best from us after you've tested all the rest
STUTES PRINTING CONCERN
PHONE MAIN 2060
815 MAIN AVENUE
IT IS natural that the man who gives himself away should feel cheap
H. A. SPRAGUE
ONE-NINETY-THREE
Spokane, Wash.

Some Specimens of Stutes' Printing, Spokane

I like this business card, which is from the hands of S. H. White of Rock Hill, South Carolina. The reproduction does not give the effect of the original, for the rules were printed in orange, with the type in black, thus producing a result which is difficult to comprehend from seeing it in a uniform black. As an instance of the care with which this card was prin-


Stonemetz Two-Revolution Press . Anderson Newspaper and Job Folders Monitor Stitchers, Perforators and Binding Machines . Oswego and B. & C. Paper Cutters
Lewis Roberts Fine Printing Inks . Samuel Bingham's Son Company Rollers
Eureka Roller Wash "Sticktite" Tableting Glue Complete Line Printers Papers
JAMES I. BEALL
MANUFACTURERS AGENT
Printing Machinery and Printers Supplies
Home Address:
211 Crew Street
ATLANTA, GA.

ted may be noted the fact that the "J" was not printed over the rule, the latter being broken to allow for the letter. This is as it should be, though as it more frequently is not.

DEAR MR. HANSON:—I want to thank you for the good things you said as well as the criticism you made on my booklet in the August number of the N. P.-J.

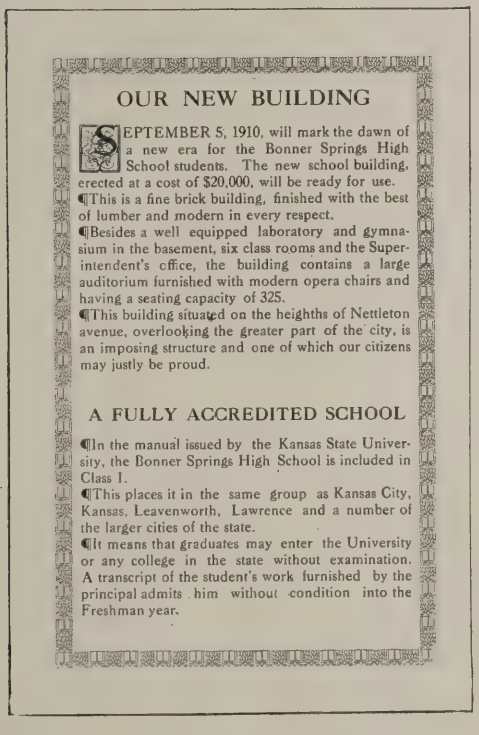
I am enclosing another booklet on the same order that I have just finished. This order came to me on the strength of the other booklet, one of them having fallen into the hands of the board of education here.

Any criticism you may offer will be appreciated.

Yours very truly, LEVI L. SMITH.

Bonner Springs, Kansas.

This last booklet is well printed and makes a good appearance. The only criticism I can offer is that the border is rather light for the heavy type which has been used. Of course the width of the border helps in a measure to make up what it lacks in "weight," but even at that I think a border of a somewhat bolder design would have been better.



OUR NEW BUILDING

SEPTEMBER 5, 1910, will mark the dawn of a new era for the Bonner Springs High School students. The new school building, erected at a cost of $20,000, will be ready for use.

¶This is a fine brick building, finished with the best of lumber and modern in every respect.

¶Besides a well equipped laboratory and gymnasium in the basement, six class rooms and the Superintendent's office, the building contains a large auditorium furnished with modern opera chairs and having a seating capacity of 325.

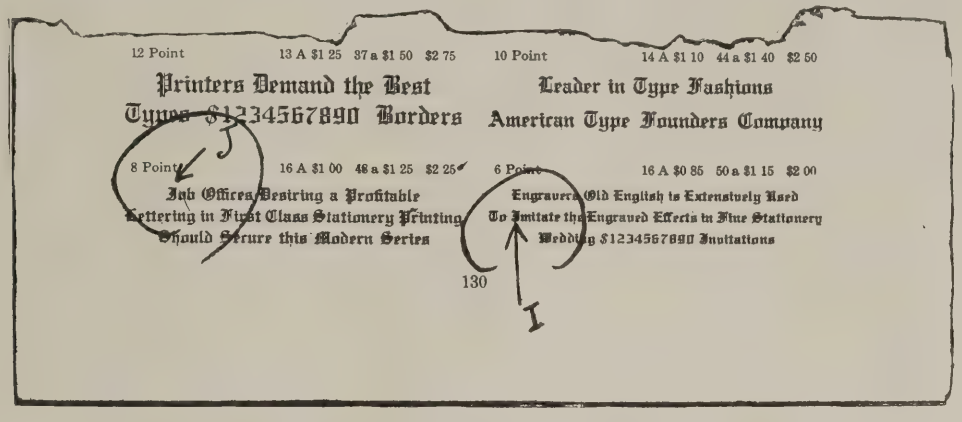
¶This building situated on the heighths of Nettleton avenue, overlooking the greater part of the city, is an imposing structure and one of which our citizens may justly be proud.

A FULLY ACCREDITED SCHOOL

¶In the manual issued by the Kansas State University, the Bonner Springs High School is included in Class I.

¶This places it in the same group as Kansas City, Kansas, Leavenworth, Lawrence and a number of the larger cities of the state.

¶It means that graduates may enter the University or any college in the state without examination. A transcript of the student's work furnished by the principal admits him without condition into the Freshman year.

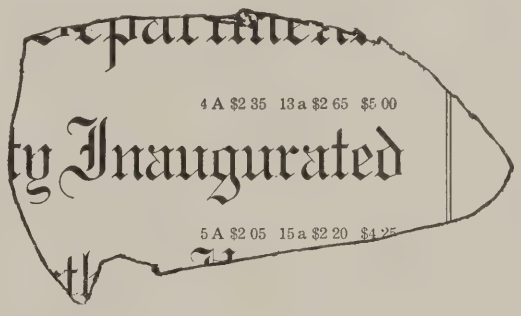

12 Point 13 A $1 25 37 a $1 50 $2 75
Printers Demand the Best
Types $1234567890 Borders
8 Point 16 A $1 00 48 a $1 25 $2 25
Job Offices Desiring a Profitable
Lettering in First Class Stationery Printing
Should Secure this Modern Series
10 Point 14 A $1 10 44 a $1 40 $2 50
Leader in Type Fashions
American Type Founders Company
6 Point 16 A $0 85 50 a $1 15 $2 00
Engravers Old English is Extensively Used
To Imitate the Engraved Effects in Fine Stationery
Wedding $1234567890 Invitations
130
J
I

The question of distinguishing the "I" and "J" in text letters is again brought up by J. L. Frazier of Lawrence, Kansas, who sends in the following communication, which I am glad to give to the readers of the department:

"I" OR "J"—WHICH?

The other day I set a letter head in text When I pulled a proof an "I" and a "J" were the same—that is, both were I's or both were J's. The circumstance somehow caused me to lose confidence in my ability to distinguish between the two characters in text, so I consulted the typefounders' specimen book and found, of course, both letters to be exactly alike in all except the tail (I call it). As the reproduction shows the tail of the "I" ends in a dot, whereas the tail of the "J" ends in a fine hair line.

Now that was contrary to my idea as to which was "I" and which was "J," but I took the typefounders' word for it and set the job in accordance with the specimen sheet. Several days later I saw in a trade journal an insert advertising another text made by the same foundry. Now this text was very much like the first, it being a light-face letter, whereas the other was bold. The difference, as one can plainly see by the reproduction is about the same as that which distinguishes any light-face letter from its bold companion:



With all the similarity as to outline, I was shocked to see that the situation as to the cap "I" and "J" was reversed, that is, reduced to simple terms, "I" in the light-face became, as it were, "J" in the bold and vice versa.

Now, how can a poor, but well-meaning printer such as I ever be *sure* just which is "I" and which is "J"? How is it possible in face of such a contradiction as the reproductions prove exists? I did think I knew the difference but I'll confess I'm afraid I do not now. Throw out the life-line, please.

J. L. FRAZIER.

My opinion is that people do not care to take the time to figure out the meaning of lines of printing which are run backwards, upside down, or in fan-

tastic shapes. This is a general principle, but has special reference just at this time to some mailing cards sent me by the Lutterloh Press, Kirbyville, Texas. These cards look to me like a good "stunt" for the most part, with their unusual shape and their breezy style; but I should cut out the feature which I have referred to.

Dean C. Trippler, publisher of *The Canova Herald*, Canova, South Dakota, sends a booklet which was designed to advertise both the *Herald* and the town in which it is published. Mr. Trippler writes that it is not often his office is called upon to get out such a job as this, so that he does not feel that his shop is well equipped for it. Yet there is little necessity for apology. To be sure, there are many little details which might be improved; but the booklet as a whole gives one a decidedly favorable impression. The cover is neat and appropriate, to start out with, and it goes ahead and tells its story in a straight-forward manner, giving one an idea that the town as a whole, and the publisher of the Herald in particular, are enterprising and right in the march of progress. Send us some more of your work, Mr. Trippler.

Of the two printings sent in by Harry E. Polk, Veblen, S. D., I much prefer the one in one color. If two colors are to be used, the green should be much lighter in shade. It would be much better, however, to spend your entire attention on one printing and get it to work out in the best possible manner, paying particular attention to the joining of rules and the smooth working of the ink.

Conservation

Live questions, in which the people are vitally interested, afford the newspaper's opportunity. There has never been a time, since the settling of the issues of the War for the Preservation of the Union, in which there were more vital interests at stake, or issues to be settled, than now; and among the most important, is the question of Conservation in its broadest sense, as well as in that of preserving to the people, and to coming generations, the natural resources which a kind Providence through the ages, has stored away or prepared, not for any one group of individuals nor for one generation, but for all the inhabitants of the land and for all the coming generations. To appropriate these natural resources by individuals, or corporations, is robbery and to waste them is a crime against all who are to live hereafter, as well as robbery. We feel that the newspaper that fails to enlist, with all earnestness, on the side of the people in this war, not only misses a great opportunity, but is guilty of treason. We have lived on the frontier and learned, by observation, how difficult it was to enforce the homestead and preservation laws, that were intended to secure homes to those who needed them—to actual settlers. We have known clergymen, not one but many of them, in Minnesota, in 1856, to build shanties on claims, remain over night and then "prove up" and get their land, with no intent of living thereon, and then selling the land within a week or month, even were the sale not already made in advance. This in the face of the fact that they had to subscribe to an affidavit saying they were preempting the land for permanent homes for themselves and families. The clergy were no worse than others. Everybody did the same thing, and we only mention the ministers because they are generally presumed to be more intelligent and more strictly conscientious than the average laity, and in order to accentuate the difficulty that is encountered in conserving the property of the Government or directing to or holding it for the purposes intended. The Registrars, and other officers of the land offices, knew that the homestead and preemption laws were being violated as to the spirit and intent, every day, and yet they winked at the offense. We recall one instance, where an eminent clergyman went to the land office to prove up on a claim, and the clerks planned to have what they called "a little sport or fun with him." They commenced reading the affidavit and asking, not only as to the required improvements, but as to whether he intended to make his permanent home on the land. The clergyman showed embarrassment and said, "This is not necessary." Then the Registrar stepped up and motioned the clerks aside and said, "You solemnly swear that this affidavit by you subscribed is true to the best of your knowledge, information and belief, so help you God." The clergyman nodded, and the entry was made, though the clergyman never lived on the land one hour after the entry was made. He had erected what was called a "claim shanty" with one window and one door, and remained one night and had his two witnesses see him there, and then went to the land office and pre-empted, got his title and was ready to sell.

These "shanties" were very frequently moved from one claim to another. With such experiences in the past—and these incidents are mild compared with the manner in which pine lands were secured and stripped of their wealth of trees to make millionaires out of a few lumber men—it comes with bad odor, that smells of fraud, to those who know, to hear men argue of too much sentiment as to the rigid conservation of natural resources. We are pleased to see that *Fuel* of Chicago, "A weekly Journal devoted to Coal, Coke and Kindred Industries," and that circulates among coal dealers and coal miners, has the knowledge and discernment to understand this advocacy of a namby-pamby conservation, through laws that may be kept to the letter, so far as the records of Government Land Offices may show, but be violated as to the intent and spirit. This paper, *Fuel*, in its issue for September 13th, in speaking of the recent Congress in St. Paul, said:

"It was to be expected that there would be many at the National Conservation Congress with the main purpose of conserving the resources of the particular corporation with which they were allied, and that they would maintain the rights of these particular corporations to exploit any resources they could get a grip on. They did not seem to realize that that was the particular thing which continued in the past until it made necessary the present conservation movement. Waste and destruction have played too large a part in the country's pauperization already along some lines. The day when we glibly talked of our unlimited supplies of coal and iron and timber are not long gone, but they seem very foolish to us now. More States than one, blessed in the past with what their enthusiastic citizens called unlimited timber wealth, are importing lumber to build their houses or, rather to make the doors and windows of their concrete houses. It's an old story—except to those who would be willing to waste the balance during their own lifetimes, and let posterity solve its own problems."

The Way They Do in Utah

A Reminder of Pioneer Days in Other States.

UTAH is not the youngest among the sister States of the Union, but frontier conditions still prevail in some sections and the following from the *Argus* of Salt Lake City, will be a reminder of the jolly times had by editors in many sections of West, where rail and trains, trolley cars and automobiles have displaced the more primitive conveyances. There is a zest and go about the doings and conditions of a newly-developing country that are "to memory dear," and that, at the time of their enjoyment, were never looked upon as hardships. Our pioneer days were free, joyous and filled with hope and gladness. To hold the breaking plow handles, turn over the virgin land, breathe all nature's freshness, camp out at night under the twinkling stars, eat trout or fried chicken with the bread and butter that mother made, enjoy health and strength, compensated for all the dust and dirt encountered—it was clean, virgin dirt, anyhow, coming from untainted soil—and the long days of work and the sweet, appetizing fruits thereof were constant sources of happiness.

This outing of the Utah editors was on September 15th, and took in Bear River Valley with Tremonton as the mecca, and there was a railway ride at the commencement, and the *Argus* says of the trip:

"This paper was among the twentyfive represented in the party, the entire crowd being 51 guests. The O. S. L. with its usual free handed good will towards the Utah Press, placed a special car at the disposal of the scribes, and a merry crowd it was. Prof. Charles Kent, the miniature singer, was on hand with his stentorian voice to sing, and otherwise detract attention from the dust-laden scenery of the route. Mrs. Kent was also there as official accompanist to her leige lord.

"The jolly crowd was met by Editor Chapwell, Dr. Menter, Mr. Holmgren, C. C. Wilson and a host of coatless workers, known as the Business Men's club, who verily believe (and so do the editors) that this is a section of God's real country held for their special profit and the hundreds of new people heading into this modern paradise.

"This ideal place is by no means small. It covers about 50 x 15 miles in area, and ten years ago was nothing but an endless prairie of wild sage brush and sand.

"The gang was hustled to a pleasant church building where a splendid program was rendered by local visiting talent.

All contributed pleasure to the program, after which the party was taken in hand by the presiding genius at the Tremonton hotel, and a fine luncheon served. The house was crowded and several relays necessary to feed the crowd, but at last the entire party was satisfied—even if $1 a plate had been charged, but no one was allowed to pay a cent for anything. That spring chicken was great! Other meats and frills were on the menu, but chicken was about the only order of the day. Everyone wanted chicken. No wonder any reader would too if he could have been there.

EDITORS IN BEAR RIVER VALLEY.

Carriages, mountain wagons and buckboards were provided to show the visitors around. Yes, it was dusty, but through it all could be seen millions of large rosy apples, pears, peaches, crab apples, grapes, lucern and grain fields, and all that goes to making the farmer and Utah citizens proud of his brother, the farmer and fruit raiser.

AN APPLE EIGHTEEN INCHES IN CIRCUMFERENCE.

The visitors were shown the largest Jonathan apple in the world! A big fellow weighing over 12 ounces, measuring nearly six inches in diameter. It was grown at Ellwood an adjoining ward to Tremonton, about two and a half miles southeast. After inspecting the country between Tremonton and Garland the members were given carte blanc to the town. The big display float was dismantled and the party given, besides all they could eat, a huge bag of apples, pears and other fruits to take home with them. Not satisfied with this the genial Business Men's club had a neat basket of assorted fruit at the depot for every member of the party. The liberality of the Tremontonites was so prodigal that it bred avariciousness and one fellow there had to procure a sugar sack to carry home the spoils. Dr. Menter just smiled when he handed out the sack.

George P. Engelhard, a Chicago trade journal publisher, was a candidate for Congress in the tenth district.

Mr. Geo. A. Smith,, who has been with Samuel Bingham's Son, for the last ten years, is now with the American Printers' Roller Company, 102-108 S. Clinton St., Chicago.

Public School Farm at Red Wing, Minn. Worthy Work for Editors

A PRACTICAL GETTING BACK TO THE SOIL, WITH SPLENDID RESULTS IN THE TRAINING OF THE YOUNG PEOPLE.

IN harmony with our leading article this month, as to a newspaper's opportunity, we republish from the Red Wing, Minn., *Daily Republican,* an article that appeared in the Minneapolis, Minn., *Daily Journal,* with regard to a new departure, in public school training and instruction, taken by the Board of Education. at Red Wing, Minn.

No better service could be rendered by any newspaper in the United States, than, taking this successful school farm plan as an object lesson, to promote a like undertaking by the public schools of their respective cities, counties and states:

"Like Wisdom, Red Wing is justified by her children. The fact finds latest demonstration in the judgment of the state fair committee which has awarded to the Red Wing school farm exhibit the second prize in a list of ten agricultural schools, with a degree of questioning on its part whether the first place, finally awarded to Albert Lea, did not belong to the schools of this city.

"The agricultural department of the Red Wing schools began practical work on May 10, 1909. Seven acres of land, about a mile from the high school, were purchased by the board of education and R. M. Peterson of the State Agricultural College was engaged as instructor.

Pupils Gathered in Front of the Garden Plats on Red Wing Public School Farm

"Nearly 300 students, about half of whom were boys and half girls, have regularly pursued their work, so many hours each week, on the farm. The workers begin in the sixth grade and embrace those in the three upper grades, as well as the high school students. The plan is to give seven years of demonstration and study to agriculture.

"In the spring the boys and girls are given a garden of their own, which they are to plant, cultivate and harvest. Each plot is eight by eighteen feet in size and can be planted to such vegetables as are preferred. A great variety of products are raised. There are tomatoes, peas, beans, cucumbers, cabbage, radish, lettuce, beets, carrots and melons. All the stuff each child raises is his, subject only to being registered when it is taken from the farm.

"There was a noticeable improvement in the care of the gardens this year and the several hundred plots were with very few exceptions kept neat and free from weeds. The farm has an irrigation system, with a concrete reservoir built upon a sidehill, from which the water is conveyed in pipes to the gardens and farm below. This has provided plenty of moisture and in the light sandy loam, vegetation has flourished and the crops have been abundant. Some of the best kept gardens belong to boys and girls 12 years of age, who walk two miles or more to tend them regularly.

"Several acres of the farm are given up to the general school farm and planted in such a way as to give the children a practical opportunity to study the rotation of crops. There are five quarter-acre fields, divided by fifteen-foot roadways. The first plot is planted to corn, the next to oats, then wheat,, then grass. These crops are moved forward each year, and this

Public School Pupils at Work

rotation is considered ideal for the conservation of the fertility of the soil and the restoration of elements taken from it by certain crops.

"Another large area is planted to different varieties of many kinds of vegeables. This year there were raised among all the rest, fifteen varieties of pumpkins, seven of watermelons, twelve of peas, nine of beans, ten of cabbage, nine of tomatoes, six of red peppers, fifteen of corn.

"The orchard consists of fifty-six apple trees, besides plums and cherries, all of standard varieties, and several varieties of strawberry plants, grapes, raspberries, currants and other fruits.

"To test seed corn, a novel contest has been started. From sixteen different Goodhue county farmers was obtained in the spring a few ears of their best seed corn. A long row of this seed was planted and the name of the owner of the corn placed at one end. As soon as the corn ripens the sixteen farmers will have a harvest "bee" and husk their own particular row of corn. Comparisons in weight, measure and quality of the corn will then be made and decisions of superiority given.

"On the general farms were also raised areas of oats, wheat, barley and field peas, all of which have been harvested and threshed. Fields of buckwheat, flax and millet are still growing.

"The object of the school farm at Red Wing is not one of research but rather to bring to the children a practical demonstration of farm life, its possibilities and pleasures. In the fall, winter and early spring months regular laboratory work is given by the agricultural department.

"The real success of the Red Wing school farm will be determined by the practical interest in farm life shown by the boys and girls. Four boys and one girl, who were graduates from the high school last year, will enter the state agricultural college this fall.

"A new industrial building—the first to be erected in the state—costing $50,000, is soon to be dedicated here."

An Editor Plans to Conserve Vitality

DITOR JOHN P. HERRICK has hosts of friends among the editors of the United States. He is active, genial, earnest. Like many another young man, in this strenuous life, he found that he had neglected health by too close application and too little activity in the open air. A vacation was found a necessity and having learned his lesson and regained his vitality, he has adopted plans for "conservation of natural resources" that will be found valuable, by way of suggestions, at least, to many another editor who has kept too steadily in the daily grind. We are of those who believe that work never injures anyone, but there must be change, healthful exercise in the open air, regular rest and recreation. There are other duties in life besides those of business. It is the bow that is always bent, in one direction, that loses its elasticity and beauty. All work with no change, not only "makes Jack a dull boy," unfit to meet the work of life with joyousness and winning efficiency but frequently sends Jack to an early demise. We are all boys in needing play. He who takes proper, vigorous, intelligent recreation, with all joyousness, will do more and better work and live many more years to enjoy the same with his family and friends, to whom he owes a debt, of sociability and comradeship, personal encouragement and ennobling, loving sympathy and friendship, much greater than any duty of heaping up dollars to secure to them the curse of selfish idleness or to free them from the necessity of joyous, useful endeavor. Editor Herrick makes the announcement of his program of a diversion of joyous work and recreating conservation of himself and family, at the head of the editorial column of his paper, and we heartily commend the same:

I have returned to Bolivar after a long vacation spent in the south and west and resumed personal charge of my newspaper, oil business and real estate agency, which were in the hands of capable and trained assistants while I was away.

Too close attention to business and too little activity in the open air made a long rest imperative. In order to retain the vitality I have restored by the outdoor life of the past few months it will be necessary to make certain changes in my office hours.

My offices will be open as usual from 8:00 A. M., to 6:00 P. M. except on Saturdays when they close at 5:00 P. M., and in charge of my assistants. Personally my office hours will be from 9:30 A. M., to 11:30 A. M., and from 1:30 to 3:30 P. M.

Clients or friends who desire to see me personally are invited to call during my office hours and out of town clients and friends will kindly make appointments to avoid missing me. No business telephone calls will be answered from my residence.

My plans include spending several hours each day in the open air, taking life easier than for several years. ' I will go to the woods with the wild bee man, hunt rabbits when the tracking snow comes, whip the trout streams in season and get better acquainted with my growing girls and boys. We are already planning a trip to the butter-nut grove down on the creek bottoms when the frosts come.

In fact I hope to practice conservation of natural resources in order to get the most of life in the Big Way.

This action is taken by the advice of my physician and good friend, Dr. M. A. Mortenson of Battle Creek. Like a good soldier it is my duty to obey orders.

I make this public announcement in order that my clients and friends may know that I have returned to my work and learning of my plans for the future, may govern themselves accordingly.

"Specialty Advertising—The New Way of Business Building"

A neat little volume of one hundred and sixty-three pages with the above title has reached our desk, bearing, on the first page, the kindly inscription, appreciative of the whole field of publicity:

"To the Editor of the NATIONAL PRINTER-JOURNALIST, with Best Wishes for the progress of scientific advertising in all lines and departments.

H. S. BUNTING."

It is a worthy wish, as the "progress of scientific advertising" has very much to do with the advancement of all commerce, all the industries and all the people. All this has been demonstrated, over and over again, in these pages and needs no further remark at this time.

The book is from the press of the *Novelty News* Company, Chicago, and Mr. Bunting, the editor of that paper, is the author. The object and scope of the work are well indicated in the following two statements of a preface under the caption, "A New Message to Advertisers":

> "This little book is offered to aid the man who has business to build up, and is in doubt of the best way to go about it. * * * * * The problems of advertising for which this book offers solution are the scientific director and control of circulation, the practical elimination of waste effort and the injection of personal into the reaches after new business."

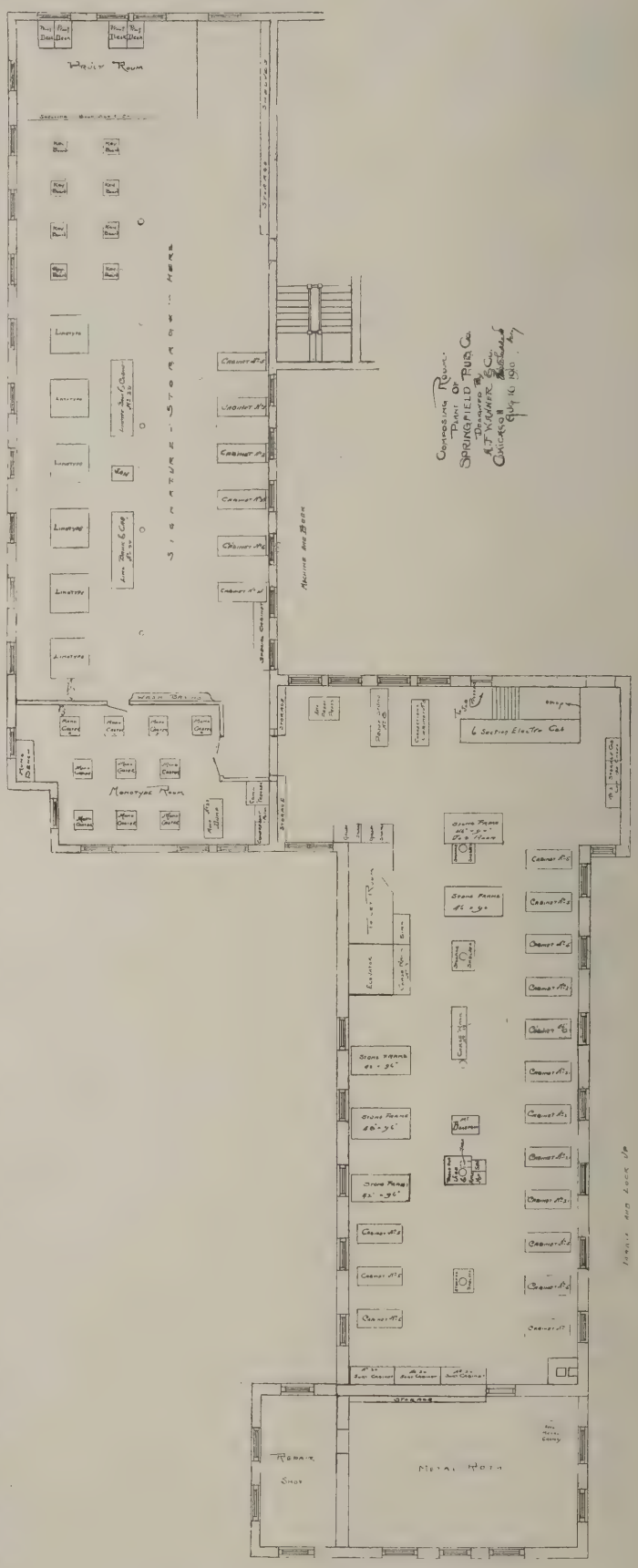
The author makes no claim to originality, "While much presented is new and revolutionary—so new that it is not yet well understood in advertising circles—yet credit for working out this system belongs wholly to the pioneers of specialty advertising." The work contains many facts and illustrations as to advertising specialties, their catching points, their appealing power and their distribution, that will be found valuable. Aside from furnishing suggestions as to means for advertising the newspapers, the book will appeal more to the job department of the business. The money that has been made out of advertising specialties and their proved worth and acceptableness to dealers and manufacturers—as supplementary, through a direct personal appeal, to the more general newspaper and periodical publicity, which is largely educational—at once suggests the profitableness to the job department of a line of business that presents such wide and varied possibilities and that puts the office in the position of manufacturing printing that meets ready demand and affords liberal profits. Advertising specialties are about the only things, outside of legal blanks, that can be used as "fillers" in a commercial job printing office. It requires something of inventive fertility, as well as ingenuity to devise and create specialties, and this work will help by its suggestions, and by its enumeration of devices that have been used. Calendars and blotters are always in demand and special pamphlets or books, on caring for the teeth for dentists, on banking and savings for bankers, and so on, in the different trades, have been found profitable, as well as diaries and the like, but there must be a much greater number of articles and these must be suggested by the locality, the business and the conditions.

An Article to Show How Perfectly the Design of a Composing-Room Can Be Made and to What a Degree of Perfection the Science of Composing-Room Economics Has Reached

IN the minds of some printers there is always a lurking doubt as to the efficacy of modern composing room arrangements. Claims made by printers who have installed such outfits, that they are effecting a saving of from ten to twenty-five per cent in the cost of operation in their composing room, are received with considerable suspicion by many printers. The statement generally made by these "doubting Thomases" is that such composing rooms may be very good for printers who wish to make an elaborate show of their composing-room, but that so far as the actual making of money in the printing business is concerned, it can be done just as well without all this "counting room furniture," as with it.

Fortunately for the printing trade, all printers have not taken the attitude mentioned, but on the other hand, have had the courage of their convictions to such an extent that they are willing to tear their composing-room inside out in order that it might be placed on a systematic, profitable basis. To such printers as these, the printing craft at large owes a considerable debt as they have demonstrated the way in which composing rooms, (the "bug bear" of all printers years ago) can be placed on a profitable, paying basis. The awakened appreciation of printers generally of the value of this work has been largely due to the efforts of the Ben Franklin Club movement and the Cost Congresses—which have done so much to familiarize printers with accurate methods of cost making, enabling the printer to tell to a nicety just what department is paying and what department is running at a loss. It is needless to say that most printers, after installing a cost system which really tells them the truth about their business, are quick to decide on the necessity of reorganizing their composing room on a systematic, modern basis.

The best argument in favor of modern composing rooms and properly systematized printing office must come from the actual users of such plants. A recent demonstration is in the plant of the Springfield Publishing Co., Springfield, Ohio—for whom A. F. Wanner & Co. of Chicago, designed a modern composing room something over a year ago, their business having grown so that it became necessary to double the size of their composing room, which work was intrusted a second time to A. F. Wanner & Co., simply because the result of the first installation proved so immensely profitable to this concern. A zinc etching showing the large plant is shown herewith. Details concerning the equipment would be too lengthy to relate here. So far as the composing room furniture, etc., is concerned, however, it suffices to say that each piece was designed specially to fit the work expected of it. In the designs there were some very remarkable and original ideas brought out which will not only prove a great saving to the Springfield Publishing Co., but will doubtless be utilized by other printers hereafter. The experts who designed this plant are showing, with considerable pride, a letter received from the Springfield Publishing Co. just before the last contract was placed with them. A reproduction of this letter is shown herewith.



Model Arrangement for a Composing-Room

A New View of the Parcels Post, and a Flattering Opinion of the Local Paper, to Be Benefited Thereby

IT is not necessary to agree with all that he writes, nor to be in harmony with all the methods or principles of the newspapers of which he is the editor, to recognize the fact that Arthur Brisbane, of the New York *Evening Journal,* is one of the brightest intellects in the newspaper calling today, and that the things he says or writes with regard to newspaper making or advertising or matters related thereto, are worthy of heeding, considering and investigating. Recently, Editor Brisbane delivered an address before the Convention of the Associated Advertising Clubs of America, at Omaha, from which we have already published extracts. Part of his address, pertaining to local newspapers, was not reported at the time, and the American Press asked Mr. Brisbane to furnish the same, which he did, in the form of a letter that was published in that paper, August 27th, and though, doubtless, some of our readers have had the opportunity of reading the same, we think that the following extracts are worthy of reproduction and of reading, for that matter, as well as of remarking upon:

I was rather sorry to see that Omaha newspapers, while quoting other things that I said, failed to quote that. It seems to me most important that the metropolitan newspapers should do what they can to advocate the use by advertisers of the local newspapers throughout the country.

Most Valuable Medium.

To begin with, the local newspapers in proportion to their circulation are, in my opinion, infinitely the most valuable advertising mediums that we have. I say this naturally, uninfluenced by the fact that the organization with which I am associated has no country newspapers, but only metropolitan dailies.

The value of the country newspaper is based largely upon the fact that the man who reads it looks upon it as a neighbor and a friend, a personal acquaintance, and attaches to the printed statement and advertisements of the country newspaper far greater importance than the dweller in the big city attaches to the statement of the advertisements in the big city newspaper.

As one friend talking to another about certain kinds of goods can influence a friend more than a stranger, so a country newspaper, standing on a footing of friendship with its readers, can talk to them about goods for sale or any other topic and impress them more strongly than the big metropolitan newspaper, which is really a stranger, an abstraction to its readers, can impress the metropolitan reader.

Big newspapers in big cities are useful, I hope, since I write for such newspapers. But every honest newspaper is a member of a great police force. It is important for vigilant, active, wellpaid newspaper policemen to be scattered in every corner of the country. It is very important that a reasonable income, generous recognition by advertisers, should make the local newspaper independent of everything except its readers' welfare. It is important that the local editor should be well paid; that he should be at least as well off financially as the average of the rascals in the public office whom he alone criticises, by whom he alone is feared.

Editor Poorly Recognized.

As conditions are today the local editor, the man who is leading thousands of good fights all over the country, is poorly recognized or not recognized at all. With few exceptions, it is impossible for men of great ability, public spirit and integrity to make by hard work in a year of intelligent journalism a quarter as much as can be made by any rascal willing to sell himself to a corporation. It is a great harm to the country that the ambitious newspaper man should be moving always toward the big cities in order to make a decent living. Every town where there is a Congressman needs a good editor. Every city where a judge sits and looks at the corporation with one eye and the little people with the other—and a very different eye for each—needs an honest editor, with both eyes on the judge.

It would be a very good thing indeed for this country if country editorship meant a comfortable income, a permanent fortune, permanent independence, in addition to a position of honor and dignity.

My opinion is that the local editors, the owners of the newspapers in the smaller communities, will never come into their own until the United States Government shall introduce the parcels post system.

As matters stand now hundreds of men who would be glad to advertise in local newspapers to reach the local population away from the big department stores are unable to do so because the thievery of the express companies makes it impossible for the manufacturer to reach the consumer reasonably.

Five Dollars a Copy.

Mr. Hearst's newspaper in San Francisco, as an example, the Examiner, earns $5 every year for every copy of the paper sold. This newspaper can earn this amount of money because advertisers throught that newspaper can reach directly the people that have the money to spend and supply them immediately. How much it would mean to the owner of a small newspaper if his circulation could be worth to him $5 a copy! What a good thing it would be for the intelligent, earnest, energetic and honest editor with 2,000 circulation if 2,000 circulation in the country meant $10,000 profit a year! Two thousand circulation in the country would be worth more than 2,000 in the city to the owner of the paper if this country had the parcels post. In the long run it would be far better for the local storekeeper. It might crowd out the man who is hesitating about failing and who is going to fail in the end anyhow. But it would certainly help the able man, and it would make rich men of many struggling editors.

I believe I could prove this to the satisfaction of any intelligent newspaper man if I had a chance to talk to him for five minutes. If the man who owns a newspaper in the country had the power, backed with parcels post, to distribute manufactured goods to his readers directly, his paper would be of the greatest possible value and infinitely more valuable per copy of circulation than any newspaper in any big city.

Always Praises Country Paper.

I have written you thus at length because I don't want you to think that I neglected your original request that I should send you the text of my speech at Omaha. Whenever I speak in public before advertisers I make it a point to emphasize the value of the country newspaper, and I intend always to do so. This is good advice from the point of view of the advertisers, and it is still better advice from the point of view of the average citizen. It would be a very sad day indeed for this country if there were not scattered in every hamlet a conscientious, clean newspaper man, willing for ridiculously small pay to watch and protect the interests of the neighborhood.

You can make use of this letter if you like, if you care to use it in place of my speech, which you asked for and I couldn't supply. But I make this reservation—if you use any of the letter you must use it all. I don't like chopped-up quotations.—A. Brisbane.

P. S.—It may interest you to know that what I have said here in regard to the value of the country newspaper has been said to me more than once by Mr. Hearst, and that I have carried out his wishes when I have republished in his various newspapers arguments in favor of local newspaper advertising. I think that he deserves credit for this in view of the fact that the argument narrowly viewed, is against his own financial interests.

Now, with no view of implying any criticism of the Omaha papers, it is a fact that there is recognized, at times, a lack of appreciation of the papers in the

smaller cities by the metropolitan dailies, or, at least, a failure to cultivate amicable and helpful relations with what are designated as the local, rural, interior or county newspapers. The local press can be made of vast value to the metropolitan press, and many of our permanently successful and influential dailies, in the large cities, have long recognized this fact. The city and country papers can be made mutually helpful one to the other and there should be no jealousies between them, but, on the contrary, there should be mutual aid, respect and reciprocity. Each occupy separate fields of service, that may be made to yield financial return and honor in proportion to worthiness and to the earnest, loyal, intelligent work expended. People served by papers in the large cities do not differ in character, in common human nature, in common human wants, aspirations and ambitions from

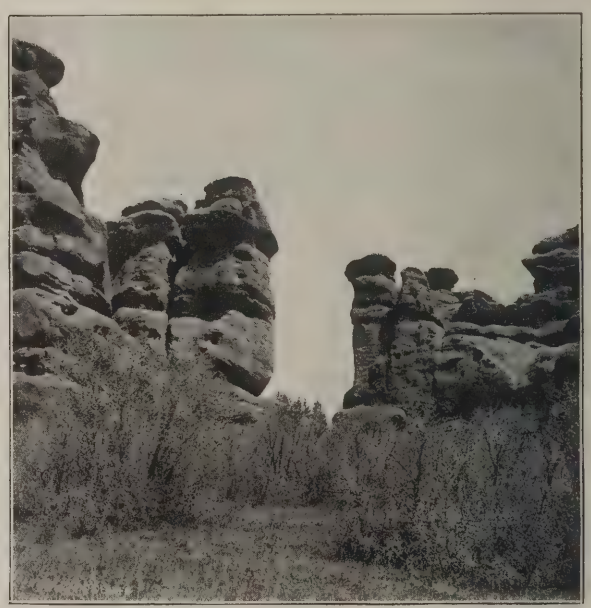
The Youmg Editor
Waiting for the Parcels Post

those served in the country, nor do they excel the latter in intelligence. It should be ever recognized, that city and country are mutually dependent and that the prosperity and well-being of the one is necessary to the prosperity and well-being of the other. The whole test lies in the worthiness. Metropolitan papers and local papers are equally necessary and neither need fear the competition of the others. The papers in the smaller cities if they live up to their opportunities and with loyalty, intelligence, industry and proper enthusiasm and appreciation of the work, give the home news and interests, proper attention, can make a success financially that will bring all the comforts that can be secured by the publishers of metropolitan papers. This is fully demonstrated by the leading article this month on "The Successful Newspaper Publisher." To have influence, anywhere, a newspaper must be looked upon as a reliable, honest, sincere friend to the city or county where published and to each and all the subscribers thereto.

We are inclined to believe that Mr. Brisbane is largely right in his views as to the parcels post. The merchant in the small city, if he is really rendering the full, requisite, honest, useful, intelligent service to his customers that his position and opportunity demand, and is wisely liberally and persistently advertising the fact, need to have no more fear as to the parcels post than has the local newspaper as to the second--class mail matter service of the Postal Department, that brings the great dailies, weeklies and monthlies to his subscribers.

Mr. Brisbane's suggestions, in this regard, are enlightening and worthy of consideration. The people are not really benefited by putting up walls against either trade or intelligence, and newspapers are helped by all things that benefit the people and are harmed by all things that limit their opportunities for doing the best possible for themselves.

The broadest possible freedom for trade, with no favoritism, works out best results. It is very probable



that the parcels post will result in better local stores and more successful, just as the liberal, efficient postal service has resulted in better and more successful local newspapers.

As to the local newspaper of the right kind, no one over-estimates or too frequently "emphasizes its value." It should be remembered, as we have frequently had occasion to remark, that all newspapers under existing conditions are in a very important sense local, and serve the people in restricted districts. Comparatively few dailies in proportion to the whole circulation, even in New York City, Chicago, St. Louis, Philadelphia or Boston, reach a territory beyond thirty miles from the place of publication.

P. C. Lawrence, editor of the Kiron, Iowa *News*, has sold his property and will move to Houston, Texas, where he will become associated with his uncle in the real estate business.

Obligations of the Newspaper Maker and of the Public Official, Equal, Sacred and Binding

The Reliability of Reporters.

Views Expressed by Ex-President Roosevelt before the New York Press Club.

I HAVE found—I found at Albany—I found at Washington—I now find at Oyster Bay—that I can take the right type of man—newspaper man—and I can make the appeal to his honor, and it will outweigh any possible appeal that can be made to his self-interest.

"The friends I have made among the reporters—the newspaper men who have to collect the news, that stand as the basis of newspaper work—the friends I have made among these, represent to me not merely friendship on my part, but an increased respect for American citizenship and an increased respect for human nature.

"I have found that the men were men to whom I could appeal against their self-interest for what was decent and straight, and that nine times out of ten they would respond to the appeal.

"I have, perhaps, been less happy in my experiences with those at the top of the profession, and I should a great deal rather trust—no, I will put another way—I would a hundred times rather trust to the news columns than the editorial pages of some of the most eminent New York newspapers.

"I don't know which fact in retrospect I feel better pleased with—the fact that I have almost always deemed—I think I can say this with truthfulness—that I have almost always gained the friendship and respect of the working newspaper men with whom I have been associated as Governor, as President, as private citizen.

Made Work for Cartoonists.

"I don't know whether I feel most proud of the fact or of the further fact that I have never hesitated for one moment to antagonize any newspaper when I thought it the right thing to do. Of course, when I speak to the working newspaper men I realize what an invaluable asset I have been to every cartoonist.

"I can tell there are cartoonists present, because they nod assent. The thirst to have something going on has been gratified as regards the collector of news. With the men at the head I have wanted to stay on good terms; I very much wanted to be on good terms if they would let me; if they would not let me, it was their affair and not mine.

"My cardinal principle has been to avoid trouble. I have always done my best to avoid trouble.

"I know the way of the man who seeks trouble once with me, possibly twice. If he presses me the third time he will have a scrap. And if he presses me enough he does not make me feel sorrowful or sorrow for myself, or mournful; he don't make me feel how hard public life is, and how ungrateful people are. He makes me want to reach him on the point of the jaw. Circumstances may be such that I have for the time being to deny myself the pleasure, but if the opportunity comes I will reach him, and what I said about newspaper men applies to politicians also.

"Friends I have spoken to you of my relationship with certain of the newspaper men. There are a great many of them with whom my relations have been sources of the keenest pride to me, but I want to see the time when in the newspaper world the right to have that feeling will spread from below upward. There is not a profession in the country of such consequence to good statesmanship as the profession of the news paper man and I include in that the magazine writer.

Power of the Press Supreme.

"The man holding public office has a position of peculiar importance as the position of the man who, more than any other, makes up the mind of the public about that public official. In the right sense of the word, the newspaper man connected with the public press, including the magazines that deal with public questions, is more emphatically the public servant than is the office-holder, legislative or executive, himself.

"The public servant who deserves well of the public deserves better than any other man. The public servant who deserves ill of the public should bear a greater burden of obloquy than any other man. The newspaper man who fearlessly says what is true and who would scorn to say what is false stands on a somewhat higher eminence than any other man in his community; he renders a greater service than any other man in his community.

"The newspaper man who shields corruption and the newspaper man who defames honesty stands on a lower level of infamy than the corrupt official himself.

"Any profession the exercise of which carries with it great power must also bear a heavy load of responsibility. The mere fact that great power exists means that the power may be used for evil as well as good. There have been newspaper men who have taken the base position of saying that the newspaper has nothing to do but cater to the public taste; that whether the taste demanded was vicious or good, was not its affair; that it only had to furnish what the public cared to have. That is a position of infamy. The Congressman, the Chief Executive, the state legislator, the city official, who based his action only upon the theory that whatever the public wished, it was to have, would be guilty of high treason to the public.

"The public official is bound to represent the public until his conscience tells him that the public demands what is wrong, and then if he is a faithful public servant, he will leave public life rather than by staying in public life betray the public whom he serves.

The Ideal of the Press.

"And there should be just such an ideal for the man exercising the most important function in our country—the man who in the editorial column, in the news column or in any other capacity helps, through a magazine, to shape the public opinion that decides the destiny of this people.

"He must try to make his paper, his magazine, attractive to the public; otherwise he cannot influence it. In order to make it influential he must do his part in making it respond to the public needs, but he must do that, subject always to the condition of not flinching a hand's breadth from the line marked out by adherence to principles of right and of decency.

"And now I want to thank you most cordially and say how much it has meant to me to come here, and to realize that in spite of the almost unaminous verdict of the editorial column I still have friends who realize that according to the light that is in me I am fighting and shall continue to fight, come weal or woe, for the principles of right and of decency and of clean and straight living in American life."

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

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CHICAGO, OCTOBER, 1910

Improvement has become the watchword of this age, in every department of human endeavor. There is an advance in all things that conserves man's material wellbeing. Besides, this, there has been—in the face of all the revelations of corruption in politics, dishonesty and graft in business and in government affairs and in part evidenced by these revelations—an awakening of morality, of the highest sense of obligation, greater than at any time since the close of the war for the preservation of the Union, which, notwithstanding the glorious manifestations of devotion to and willing sacrifices for principles and country, like all other wars, had a terribly demoralizing influence on public and business life, by reason of the unnatural conditions produced, and the opportunities and incentives to greed afforded.

* * *

On every hand in this land, more than in any other—largely because through the wild rush for wealth and power stimulated by boundless virgin resources and rapid expansion, we had fallen behind other countries like Germany and France—there are evidences of a universal movement looking not only to conservation of resources but to the fitting of the youth, and of all workers, by a fullness, broadness and completeness of preparation, to enter upon the callings of life with an appreciation of both duty and high opportunity.

A completeness of equipment and knowledge is being provided for, and will soon be generally insisted upon, greater than were possible to or possessed by workers of the passing generation, in any of the professions, in the arts, trades or agriculture.

Industrial and agricultural schools are everywhere in evidence. Sixteen years ago when, we made an address on "Industrial Education for Printers" before the United Typothetæ of America at its convention in New Haven, Connecticut, we said, without contradiction, that there was but one place in New England where a boy could secure a training in a trade, without first committing some offense and being sent to a State Reformatory. All this has been changed and now, even Old Harvard has a school of Typography.

* * *

On our desk, as we write, are a score of annoucements of schools of printing and of journalism. None of these has been in existence for more than a decade and most of them have come into existence within from four to six years.

* * *

One of the signal advances, is found in the introduction of industrial and agrncultural instruction in the public schools. That this is most wise all are coming to admit, and we hope that we will be pardoned for being a little enthusiastic and a good deal gratified over the fact, for forty-four years ago, or to be definite, in August, 1866, we advocated this very thing in an address before the Minnesota State Teachers Association at Fairbault. Our only regret, if any, is that we did not continue in educational work that to us might have come a greater share in this field of industrial training.

* * *

As a newspaper publisher we did what we could and on visiting, last month, our old city of Red Wing, we were gratified to find that a separate, handsome building, on the same block as the High School, to be given up entirely to industrial education, was nearly ready for opening. Besides this, those members of the National Editorial Association, who visited Red Wing in 1908, will understand our personal pleasure derived from the fact of the opening of a public school farm there, described elsewhere in this issue in an article taken from the Minneapolis *Daily Journal*. At that time, in an address in dedication of a new building for our old Red Wing newspaper, we said, and every word came from the heart: "I have had a vision of a future Red Wing, in which every side hill should be covered with vineyards and small fruits, and every valley be made a garden, filled with flowers and succulent plants; with dairies located conveniently on the brooks—the work to be done by the the boys and girls from your schools. I would build here a great industrial, horticultural, agricultural and manual trade school, in which for two or more hours a day the youth and children of all this, and the surrounding regions, should have work in the open air and should study and have the care of plants, flowers, grains, shrubbery, trees, domestic animals and fowls. They should commune with and gain strength, mental activity and health from a touch with nature. * * * Had I a million

dollars to expend, I would carry out the plan myself, for the enjoyment that it would afford, and I would make it a great model school so that the children of this Nation, might come, at some time, to enjoy similar instruction and the people a like blessing." All that was needed was the suggestion. The progressive public-spirited citizens of Red Wing have commenced the good work. (See page 708, this issue).

* * *

One of the most pleasing and comprehensive announcements, or bulletins, with regard to this new department of industrial and agricultural education in the public schools, comes to the NATIONAL PRINTER-JOURNALIST, this month, from Edward Hyatt, Superintendent of Public Instruction of the State of California, (Sacramento). Under the head of "Our Educational Opportunity," he says:

This idea of industrializing our schools is in the air. It is the keynote everywhere. Educational gatherings, educational literature, educational people are permeated by it continually. It is in the East as well as the West, in the South no less than the North. The reason is that our nation is entering upon a new phase of its existence. It is no longer a nation advancing upon new lands, developing new resources, conquering fresh fields. It must fight now for markets, it must feed its people, it must live and prosper by sheer efficiency against the fiercest competition of its older rivals. This is why the spirit of agriculture and the soul of industry must enter into our schools. Our young people must be prepared for the struggle. Their minds, their sympathies, their aptitudes must be early turned in the path of their future usefulness, not steered off in some opposite direction.

He goes on to show the plan, and its origin with the Stockton High School, introduced at the beginning of this year. We wish that we could reprint the entire Bulletin. Every editor should have a copy. It gives the best and most useful kind of news or information that can be printed in a home newspaper. One of the valuable points or features is a "Complete Bibliography of the Subjects." Several of the works named in the list should be in the hands of every editor. Why? Because Industrial and Agriculture Education will be for the next ten years, the most important subject before the American people. More important than any questions of office holding, partizan politics, or even of wars—industrial and agricultural and commercial advancement will banish any taste for wars and will render them impossible as too destructive and retarding.

* * *

Before us are the announcements of the schools of Journalism of the University of Missouri and of the University of Wisconsin. They are complete and satisfying. Items printed elsewhere in this isue show how they are being patronized, and how broadly they are appreciated. Every editor who has the least regard for his calling and its future, and the well being of his successors, should do everything in his power to aid, and to spread abroad the fame of these schools. We are glad to know that many sons of newspaper makers are numbered among their pupils. These schools, at most of our Western Universities, have the advantage of being associated with schools of agriculture, engineering, and other industrial branches, as well as the professions, so that those who are preparing for a calling that has to do with all the callings of life, have the advantage at these State Universities of touching elbows with the young men who are to become farmers, engineers, electricians, contractors, chemists, lawyers, doctors and dentists, and to know something of their studies and work.

* * *

Now we intended to speak more at length of other schools, but it is for newspaper men, in order properly to inform, to seek out these things. However, we must not neglect to say something at least about one School of Typography, and here is a letter we present to open the way:

Chicago, September 23, 1910.

National Printer-Journalist, 610 Wilson Ave., Chicago, Ill.

Gentlemen:—Under separate cover we are sending you our little booklet, which contains opinions of a few students regarding the I. T. U. Course of Instruction in Printing which is being taken by 1,700 compositors.

The work that it is doing, and the practically non-profitable character of the Course, emboldens the Commission to ask that you give the booklet and its contents some notice.

If you can consistently do so, a good word for the Course and its work would be of some value to, and be highly appreciated by. Yours very truly,

W. B. PRESCOTT, Secretary.

Of course we can consistently and enthusiastically say many good things for the "course." The booklet is itself a splendidly convincing specimen of artistic typography and deserves more extended notice than can be given at this time. We have given heretofore, the outline of the instruction given in this school. It is "The I. T. U. Course of Instruction in Printing, conducted by the Inland Printer Technical School under the direction of the I. T. U. Commission on Supplemental Trade Education." It is an honor to the I. T. U. The opinions of the students, that are given, show the highest and most intelligent appreciation of the work that is being accomplished. A printer who had served seven years apprenticeship writes: "Had I had a master with the knowledge that you impart, I would have learned more in three years than I did in seven." This school is not confined to Union Printers, as we have previously stated, and its work has everywhere received highest commendation. An exhibit of samples of printing executed by the pupils, and shown at the convention for the Promotion of Industrial Education in Milwaukee, was pronounced the best ever made in the history of the Society and a like exhibit, at Cooper Union, New York City, was pronounced the most interesting in the hall. "By their works, ye shall know them." "They had a mind to the work," and their own works praise them.

The Importance of Neighborhood Correspondents

THE JAMESTOWN, N. Y., JOURNAL GIVES A SPLENDID EXAMPLE OF APPRECIATION AND OF THE BENEFITS OF ORGANIZATION.

ELSEWHERE, in this issue, we have treated of the newspaper's opportunities for broad and useful service. We want to make it the leading thought, as far as we treat of newspapers, throughout this number. One of the opportunities is the gathering, from every vicinage, or every community reached by the paper, all that is of interest or value and then printing the same for the pleasure, information, upbuilding and inspiration of all the readers of the paper everywhere. All social and personal events, all the worthy doings of men and women, have their uses when reliably and pleasingly narrated in the newspaper, by way of broadening human sympathies, acquaintances and friendships. It is well that people know one another, and of each other's undertakings, aspirations, and doings, even in the simple, everyday affairs of life, and all the little and greater obligations, duties and amenities of everyday life, especially where people live in the same City or County, or in nearby sections of the State. That excellent little magazine of newspaper comment, *Pointers,* published at Kansas City, Mo. by the Great Western Type Foundry, speaking, in its September issue, of the organization of local employing printers, to which paperhouse men, typefounders, engravers and bookbinders are eligible, who gather each week day at the noon luncheon, to get acquainted, to exchange ideas and to hold friendly converse, aptly quotes the saying, "If I knew you and you knew me, 'tis seldom we would disagree." The worthily conducted newspaper makes the people of the same regions, and of like local interests, to know each other, and has the opportunity, as we have indicated, of helping on the progress of all by telling of the highest accomplishments and the best methods of each. To accomplish this work the newspaper must have an intelligent and properly qualified representative in each neighborhood, who is alive to the performance of the required duties of newsgathering and is intelligently interested in the community and in the newspaper.

All this has necessitated the employment of neighborhood correspondents and the interesting them in, and fitting them more thoroughly for, the work, by means of organization and association. The Jamestown, N. Y., *Journal,* an especially popular and successful daily paper in a city of some 30,000 and in a county of about 100,000, population, has between seventy and a hundred of such neighborhood correspondents, who are associated in an organization that recently held a third annual reunion. It goes without saying, that the readers of the NATIONAL PRINTER-JOURNALIST, whether in the metropolitan cities of New York, Chicago, St. Louis, Philadelphia, Boston, Cleveland, Cincinnati, New Orleans, or in the progressive smaller cities, from Los Angeles, California, to Portland, Maine, from Seattle, Wash., and Portland, Oregon to Baltimore, Md., and Jacksonville, Fla., newspermakers or printers, take this paper not alone for the information it contains in regard to members of thes two great and important callings, but as means for improvement in their own newspapers and printing offices. We know of no more effective way of helping along this improvement than by supplying our readers with most effective methods and means used by the most signally successful members of these callings. Generally, the general plans of organization and systems of management; of creating a community of interest among fellow workers, and a love for, a loyalty to and a pride in the business—the prime essentials to success—will apply alike to newspaper, publishing and printing establishments, in fact, in over sixteen thousand offices the three kinds of business are united under the same ownership and management, and in many instances, where printing establishments do not own publications, a very important part of their business consists in printing periodicals for others. So all are united by a common bond and each branch of the graphic arts is dependent upon and can learn much from every other branch. We are inclined to slight all except that which bears directly on the narrowest limits of our own calling, when vastly more, as to general principles and plans of management, may be gathered outside. With this much by way of what, as we have thought, might be valuable suggestions, we feel that we can do no better than to give in full what the *Journal* has to say, editorially and in its routine account, of this third convention of the Neighborhood Correspondents,—first giving the editorial comment as follows:

Journal Correspondents.

The third annual reunion of the Journal's vicinity correspondents was held Thursday, when the Journal company entertained the correspondents at dinner at the Young Woman's Christian association, and later in the day at a theater party at the Lyric. Preceding the social features of the gathering a formal business meeting was held in the auditorium of the association building, when an hour or more was devoted to "shop talk." Newspaper work was considered in its many phases and especially the relations of the correspondent to the paper for which he writes.

The Journal correspondents have a formal organization, with officers and committees, and both as individuals and as an association they take a real interest in the work in which they are engaged and in the pleasures afforded by these annual gatherings. It gives them an opportunity to extend their circle of acquaintances among those engaged in similar work, it gives them an opportunity to give and receive information, to exchange views, to relate interesting incidents that have come under personal observation in the matter of gathering and preparing news for publication, that could be secured in no other way and that is mutually profitable.

The intelligent and conscientious newspaper correspondent is the real historian of the community he represents. In no other way are the events of the village or town so accurately and permanently preserved as through the columns of a newspaper of high standing and wide circulation. When the items written by a good correspondent and printed daily or weekly in the county paper are preserved year after year—as in many cases they are preserved—they form a history of the community that cannot be duplicated nor equalled by any other historian the world has yet produced.

The Journal owes much to its large and capable family of correspondents. Without their intelligent efforts it could never have reached and maintained the position it holds compared with the other newspapers of the smaller cities of the state; without this aid and co-operation it could not have extended its circulation into every town

and village and hamlet in Chautauqua and adjoining counties; without the life and vitality given to the paper by its many correspondents it would have been impossible to reach and hold the attention and support of hundreds of Chautauquans who have gone into every state of the union and to the farthermost ends of the earth. To these former residents, The Journal goes on its daily or tri-weekly voyages with the welcome that would be accorded to a friend from home—not because of the admirable telegraphic service that its columns contain, not because of the editorial discussions of current events, not so much because of the general news of the day that is found in its local columns, but because of the items from the old home town that a faithful correspondent is sure to record and publish at least once a week.

The Journal company takes just pride in the publication of a family newspaper that goes into twelve thousand homes, that is read by every member of the family, every issue of which contains something of interest to father, mother, son and daughter; a newspaper that prints every item of news that is really worth printing as it occurs in Chautauqua county—and its ability to do this is made possible by the service of our vicinity correspondents.

The names of most of The Journal's correspondents are printed at the head of the letters they write. This is done with all regular correspondents, unless they wish otherwise. The custom was established three or four years ago by this newspaper and it has proven most satisfactory. It gives an identity to the various letters that they otherwise lack; it enables Journal readers in every community to know who the correspondent is and results in the addition of may items of interest to the letters which may be sent or handed to the correspondent on this account. It makes the correspondent more thoughtful in his work, and to feel a greater responsibility to the community he represents.

Some of these correspondents have been regular contributors to the columns of the *Journal* for more than a quarter of a century; a very large majority of them have been members of The Journal's staff for five, ten or fifteen years. Their work during these years undobtedly represents a great amount of time and energy. But who can say that it was in vain insofar as doing their part in the world's work is concerned? Who can say that they have not received corresponding benefits? Undoubtedly there have been annoyances connected with their services, but we know from experience that where the work has been performed with intelligent interest it has brought many pleasures in return.

On this occasion the correspondents were fortunate to have as their guest the Rev. Dr. James McAllister, pastor of Pilgrim Memorial church, who gave a helpful and inspiring address upon the importance and responsibility of newspaper work, and who paid a high tribute to The Journal as a paper of the home and the family, one of standing and influence in the community—and he, too, as the publishers of the paper have long done, gave our large family of correspondents much of the credit for the character and wide circulation that it has attained in Jamestown and vicinity.

THE ACCOUNT OF THE CONVENTION.

The third annual reunion of The Journal Correspondent's association was held Thursday, bringing together a company of about 75 writers, for a business and social meeting in the auditorium of the Young Woman's Christian Association building, for a dinner in the dining hall below and a theater party at the afternoon performance in the Lyric theater.

Like its predecessors the latest gathering was enjoyable and profitable. The enjoyment consisted in the opportunity to meet and greet old and new friends and acquaintances among the coworkers on The Journal's correspondence staff, and in participating in the pleasures afforded. The profit was afforded in most pleasurable fashion in the way of an address by the Rev. Dr. James McAllister, who spoke on The Newspaper as a Moulder of Public Sentiment. President F. P. Hall, J. A. Clary and C. N. Hildrum also spoke along lines which might prove helpful in the way of suggestions for the correspondents, who, in their turn, asked questions and offered suggestions from their point of view.

At the business session a basket of beautiful asters brought by Mrs. C. A. Weaver from Maple Springs adorned the secretary's table. The officers of the association were re-elected: President, Cassius B. Perrin of Centralia; secretary, Guy L. Mills, Mayville; chairman of program committee, Mrs. C. J. Lahl of Westfield. It was unanimously voted that future reunions should be held in Jamestown, the matter of time and other details to be left to the management of The Journal Printing company to arrange.

Adjourning to the dining hall divine grace was invoked by Rev. Dr. Mc.Allister, and some time was most agreeably passed in discussing an unexceptionably well served dinner, after which the company again gathered in the auditorium where, for about half an hour, the Rev. Dr. McAllister spoke in a vein not only most happy and entertaining, but instructive and inspiring to a high degree.

Putting his hearers in the best of humor—if they were not already so—with two capital stories, Dr. McAllister congratulated the correspondents on the opportunity afforded them to meet and greet each other and then offerred many valuable suggestions, advising the reporter in each locality to strive for originality, completeness and readableness of the news letters sent to The Journal.

"All," said he, "like to be able to say the best thing in the quickest and most pointed way. Each correspondent should use originaity and thus bring his community into prominence. We want our community to appear, in our estimation at least, as large as any. If each correspondent, even those from the country districts, outside of the village or town, would make it a point to make his or her letter the best that is sent into the Journal office, you would put The Journal staff on its mettle to keep even with you.

"I believe," said the first speaker, "that a newspaper's first field is as a purveyor of news, and whatever will contribute to that end is good journalistic policy, and in a paper like The Journal, that has its chief strength in being a paper of the people, and which goes into the hundreds and thousands of homes in this county and the counties adjoining, and is read by the members of the families in these homes, it stands to reason that what you call the

Correspondence of the Newspaper is a Prime Part of the Institution

and if that department is kept up to high standerd it makes invaluable that newspaper, for one of the chief ends of a paper like The Journal is to represent every section and every corner of the community in which it especially circulates.

"Aside from its different features, its metropolitan side, its editorial department and the departments giving the news of the world, the Evening Journal has another great element of strength, which is quite equal to that it is supposed to represent. I mean now, the avenues of news that are brought out through the different correspondents

and I am told that there are between 75 and 100 correspondents, in addition to the office force, scattered through these various counties. What a great power that represents, when you think of it friends!

"A Newspaper has a Wonder Power in the Correspondents.

that are represented on its staff, and you are—though not in the same vital way that the men who are employed in the office may be—nevertheless you are a distinct part of the makeup of the staff of the Journal and your department must be maintained through your ambition and your determination to write the very best articles that your brain is able to produce. Give the news always, but give it in such a way that everybody who is acquainted with your section of the county and even those who are not, will always be glad to peruse the article that you send in to The Journal."

Turning from his talk along lines of special importance to his hearers, Dr. McAllister continued along general lines concerning the Evolution of the Modern Newspaper. He said in part:

In the courtyard at Shushan in the times of Queen Esther, postmen stood stripped to the waist, ready at a moment's notice to mount swift horses to carry the message of the king to the confines of the empire. This was the primitive method of conveying news. Now we have the post-office, telegraph, telephone, wireless telegraphy and the press. Through these agencies, every part of the civilized world is kept intelligently informed of the world's doings. As a means of communicating news the daily newspaper easily takes front rank.

The evolution of the modern newspaper is a subject of fascinating interest. There is in the National museum at Washington, Franklin's old printing press. It is a crude affair when placed beside one of Hoe's high grade cylinder presses that can print, fold and have a paper of sixteen pages ready for the newsboy on the street at the rate of seven per second.

It is evident that our forefathers did not dream of the future power and influence of the daily newspaper from the fact that when Franklin suggested the idea of starting a new paper, the argument was used with good effect that there were already two newspapers published and there was no room for the third. At the present time there are 2,200 daily and 15,000 weekly newspapers published in the United States in twenty-four different languages. The achievements of some of our great dailies, and the splendid courage along moral lines of the chief editors, is a source of pride and satisfaction. It is not too much to say that some of these great dailies have been the history makers of our country.

The name of Horace Greeley, a son of Chautauqua county, will go down to posterity as a great journalist and statesman. It was James Gordon Bennett, editor of the New York Herald, who sent Henry M. Stanley into the heart of Africa to find David Livingstone. At that time the great question of the hour was, is Livingstone dead or alive? England had failed to find Livingstone. The New York Herald believing that it was the special opportunity of that paper to show its enterprise, sent Stanley at its own expense into the interior of Africa to find Livingstone.

The press, probably more than any other influence, molds public sentiment. The library of the ordinary man is the daily newspaper, to which he goes for his information on most of the vital relations of life. The close relation between the daily newspaper and the conscience of the public is not only recognized but is observed in every walk of life especially in the moral ideals that prevail in the community regarding law, education and religion. The recent exposure of dishonesty and political corruption on the part of officials, in state and nation, has had the effect of first demoralizing the conscience of the nation and then rousing it to a righteous indignation that is finding adequate expression in the keen and forceful editorials given through the daily press and in what we hope later will result in the overthrow of these evils that afflict the life of the people. Certainly no medium has stood as the young David to slay the great Goliath of fortified and organized evils as the daily press.

The education of the public conscience by the press is the most hopeful indication in the sky of our national life as the representatives of one of the great dailies of western New York, you have a part in that educational work.

Five Branches of Co-operative Publicity

Many good things came out of the Convention of American Advertising Clubs of America, this year at Omaha. It was a Congress of broadest catholicity. Every branch of advertising was represented, and Lewellyn S. Pratt, manager of Sales, The American Art Works, Cochocton, Ohio, who represents specialty advertising, made a pleasing and unique presentation or comparison of the different branches of advertising and co-operative service as follows:

To illustrate our idea of co-operative service in advertising, if you will pardon me I will use a homely illlustration which some of the specialty salesmen are using with their clients. It is the human hand. The little finger we call little Mr. Booklet. He is one of the most generally used forms of publicity and tells the manufacturer's own story in his own way; he goes as directly perhaps as any other publicity to the people the maufacturer wishes to reach.

Then comes Rev. Trade Journal Advertising. He is strictly orthodox, a little narrow perhaps, but very zealous in preaching the gospel of the particular trade he serves. He has all the advantages of specialization. According to his limitations, he is an able expounder.

Then we come to Engineer Magazine and Newspaper Advertising; the bold spirit which blazes his way to the uttermost corners of the earth and penetrates with the message of the manufacturer, like sunshine, into the jungle of darkest Africa, and to the snow capped peaks of Alaska.

And then Lawyer Street Car Advertising pleading with spirit and precision the case of his client before the great jury who ride in the cars both by day and by night.

And then General Bill Board with brilliant uniform and all the caparisons and trappings which attract the eye of both old and young.

So we have these five important branches of publicity reaching out through great distances and in every direction, but often necessarily telling their story in places very remote from the stores where the goods are sold, all of them, in their own brilliant way, alluring, persuading, inviting the buying public where?—to the store presided over by the Hon. Merchant, and right at the door of the store or in the window stands Dr. Specialty Advertising, giving the last invitation into the place where the goods are and where the sales are made. He does even more, he steps into the store with the buying public and points out the particular brand; reenforcing what has been said by the others—saying the last word for the goods the public is invited to buy.

Buffalo Favors Newspaper Men for Public Office

BUFFALO, N. Y., Sept. 27, 1910.

Mr. B. B. Herbert, Editor NATIONAL PRINTER-JOURNALIST, W. Ravenswood Park, Chicago, Ill.

DEAR SIR:—Herewith you will find a short sketch of the managing editor of the Buffalo *Courier* and also of the city editor of the Buffalo *Evening Times,* who have been nominated for Member of Congress and Assembly from their respective districts. It is a unique situation in the newspaper field, so far as Buffalo is concerned, to have two prominent newspaper men running for office at the same time and I thought you would be interested in it as a news item. I am enclosing, also, a photograph of each, thinking possibly you may wish to make use of them.

Yours fraternally,

W. S. CRANDALL.

Chamber of Commerce Building.

EDITOR OF COURIER NOMINATED FOR CONGRESS.

Charles B. Smith, nominated as the Democratic candidate for Congress in the 36th Congressional Dictrict, is one of the well-known newspaper men in the country. As editor of the Buffalo *Courier* he has brought the paper from a circulation fourteen years ago of 10,000 to one of the largest in the State outside of New York City. The Sunday *Courier* during his management has been increased from 10,000 to over 100,000 in circulation, and is recognized as one of the powerful newspapers in the country.

Mr. Smith is still a young man, having been born in 1870 near Buffalo. He was first a telegraph operator, but soon

Charles Bennett Smith

entered the newspaper business as a reporter, and proved himself one of the most capable Buffalo ever had. For a time he was the Albany correspondent for the Buffalo *Times* and later was made editor of that paper.

When William J. Conners bought the *Courier,* Mr. Smith became editor and under his supervision that old-established newspaper has steadily grown to wide importance, influence, and prosperity. Mr. Smith is familiar with the political problems of the day, and although the district in which he is a candidate has a Republican plurality his election is confidently expected, owing to the great change in sentiment this year among Republican voters. Besides being an able editor and writer, Mr. Smith is a clear and forceful campaign speaker.

CITY EDITOR NOMINATED FOR ASSEMBLY.

John H. Tranter, who is the Democratic candidate for Member of Assembly in the Eighth District, New York, is one of the most widely known newspaper men in his section of the State and enjoys an enviable position in the newspaper profession. Mr. Tranter has won his position through many years of honorable conection with Buffalo newspapers having served in various capacities, from errand boy to city editor, the position he now fills on the Buffalo *Evening Times.*

Mr. Tranter, who is now thirty-three years old, began his career as a newsboy and was later a messenger boy. He entered the employ of Norman E. Mack as an errand boy and his good qualities were soon recognized by his employer. After several years of perseverance, Mr. Tranter was placed on the reportorial staff of the *Times* in 1894, and again demonstrated that he was possessed of the qualifications of a good reporter. In 1896 he left the *Times* to accept a proffered position as marine reporter on the *Express* and served in that capacity with so great success that he was soon recognized not only in Buffalo, but all along the lakes as one

John H. Tranter

of the very best marine writers in these parts.

During the Spanish-American War, Mr. Tranter handled the telegraph dispatches that came to the *Express* from its many correspondents. He remained with the *Express* until 1902, at that time being telegraph editor. Returning to the *Times* at the earnest solicitation of Mr. Mack in 1902, Mr. Tranter filled a highly responsible reportorial position until 1905, when he was selected to fill the position of city editor, which post he has since occupied with much success, being recognized as a "live wire" wherever he is known.

The fight for direct primaries conducted by the *Times* has been directed by Mr. Tranter and he has in many other ways shown that he is possessed of the material which would make an excellent Legislator. Mr. Trantor is married and has two children. He lives at 101 Crescent Avenue.

Good Recipes for Newspaper Success.

Straightforward, honest work, a determined endeavor to do one's best, an earnest desire to scatter flowers instead of thorns, to make other people a little better off, a little happier because of our existence—these are the only recipes for real happiness.—Orison Swett Marden.

They are the very best recipes for success in newspaper making, where opportunities for doing all these abound more than in any other calling known to men.

* * *

One of the first necessities of our life is that we should grow upward like men, and not sink downward like beasts. —Anon.

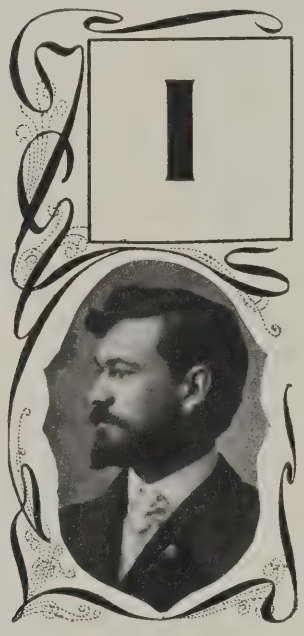
Especially does this one first great necessity exist in a calling that keeps one ever in the public view.

When a man gits perfektly kontended, he and a clam are fust couzins.—Henry Wheeler Shaw.

"First couzins of clams" find no comfortable abiding place either in a newspaper or printing office. One must be over anxious for progress and nurture a noble discontent or dry up in the bright sunshine of public expectations and demands.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



I HAVE remarked before of the immense benefit to the studious, ambitious printer to be derived from a study of the literature being regularly sent out by the several great type manufacturing concerns. Of course, as I had occasion to remark in only last month's installment, there is generally that tendency, just as there frequently is in a printer's advertising, to rather overdo the work, in the natural desire to display as much of the material as possible in a single piece of work; but I cannot say that this defect is at all in evidence in the edition of the American Type Founders' *Bulletin* for last July. It is a very neat, simple, modest little four-column quarto with most exquisite typography on every page.

The West Liberty, Iowa, *Index* is one of those kind of newspapers which seem to think they can serve their advertisers only by sticking their advertisements up in the most conspicuous positions in the several pages, on the front page, top of column, and, wherever possible, entirely surrounded by pure reading matter, which strikes me as a most foolish and deplorable practice. I prefer to go on the well proven theory that if a paper is made good enough and interesting enough to command a big circulation, its space will prove worth every cent asked for it, and will be seen by the average reader, no matter in what portion of the page it may appear. People are with the reading of advertisements just as they are with every thing to their own choice and rebel against having it forced upon them by the ads appearing in the most prominent parts of the paper. Otherwise the Index is a pretty creditable sheet—seven columns big, four pages home print and the other four ready printed. Abundant contents and a decent print.

The Marks, Mississippi, *Review* is a live, six-column quarto with ready-printed interior. You will note that I have said "live." Eug. P. Clarke is the editor and publisher of this sheet and he gets up some pretty creditable locals and editorials for each issue, not to mention a lot of headed stuff for the first page. These headed articles would be all right under certain conditions, and possibly those very conditions obtain where the *Review* circulates—I've never been in Mississippi. To make myself a trifle more clear, permit me to explain that these headed stories are of statewide, and even national interest—subjects covered by every daily paper in the state and the principal dailies of the nation. If the *Review* circulates in a field populated by a backwoods bunch who subscribe to no daily newspapers, then the policy of filling up its space with state and national current events is justified; but if, as is generally the case in these modern times, each Review reader also takes a daily paper or two, then it becomes not only wasteful but foolish to devote valuable time and type in the telling of stories that are nine days old ere the Review is out and in the hands of its readers. The Review is strong on scare heads and plate, but carries a lot of advertising, in the composition of which there is yet a big chance for improvement, in spite of the fact that it is somewhat above the ordinary. That patent medicine advertisement ought to be stricken from the initial page, too.

We of what was once the "Great Northwest" (but which has become in the marked advance of civilization only the middle—and a one-sided middle at that) and those further on in what is really the modern"Great Northwest," are prone to boast a good deal about our great newspapers and frequently feel a "pardonable pride" in our local productions in that line; but it is when confronted by such remarkable newspapers as this *Agitator* of Wellsboro, Pennsylvania—such typical product of the east—that we realize that coming right down to real news values, our own loudly, and sometimes even extravagantly, and again even unsightly, displayed pages, cannot but suffer in a comparison. The *Agitator* is the personification of dignity, modesty and simplicity in almost its every feature. There is no displayed advertisements to mar the beauty of the first page, nor any heading larger than that permitted by the linotype. There is column after column of the most entertaining news matter, four big seven-columned pages of it, supplemented by a liberal number of ads. Everything about the *Agitator* is done pretty cleverly, although I have seen much better advertisement composition. Everything is well classified and in its proper place—in fine, everything is done with precision and harmony, if not with pomp and parade, the way the average western newspaper attempts to do things. I'm not committing myself to either system; but can't forego admitting that I have greatly admired this quiet excellence so conspicuous in the Wellsboro *Agitator*. If the *Agitator* force had just a little more of the western art leavened into their simplicity, the results would be ideal.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I send under separate cover six copies of late issues of the *Daily News* for criticism of make-up of page one. * * * Shamokin is a town of 20,000 population; has four daily

papers (one Polish). Is a mining town. Have you ever seen a daily of our environment and competition that puts itself to so much trouble to balance their first page? Notice ten and twenty em matter in some issues. The copy of the extra edition is sent you merely for your opinion as to whether we did a pretty fair job in getting such a sheet on the street within ten minutes after receiving the last round of the fight. We have but one Linotype and that a single letter Junior. Run eight pages most of the year ,and six pages when advertising is slack. The *News* is the only paper in the county that gives detailed sworn circulation statement. Yours respectfully,

I. E. Aucker, Foreman.

That's true, as Brother Auker suggests by his question recorded in the foregoing letter, it is indeed infrequent that one meets up with a daily paper in the class of the Shamokin *Daily News* in which there is evident such a high degree of thought and care in the mechanical makeup. While the first page which I have decided to show herewith (exhibit 1) will not illustrate the feature mentioned by Mr. Auker, namely, the setting of matter in special measures to

THE DAILY NEWS

VOL. XVII—NO. 99 SHAMOKIN, PA., WEDNESDAY, APRIL 6, 1910

RESOLUTIONS GALORE AT COUNCIL MEETING

The Solons Had a Busy Session Last Evening and Many Improvements Will be Made—President Auman's Committees

LEG WAS BROKEN IN BAR ROOM BRAWL

John Harris Slipped on Tiled Floor at the Palace Grand Hotel While Fighting With Edward Rhoads—Home in a Cab

LEFT FOR WORK BUT ELOPED TO TRENTON AND MARRIED

THREE MEN HAD CLOSE CALL WHEN BIG BOILER EXPLODED

MRS. WILLIAM RYON AND DAUGHTERS INJURED YESTERDAY AFTERNOON IN EXCITING RUNAWAY

MINE INSPECTOR EVANS TELLS FOREIGNER TO QUIT MINES

BOY MANGLED UNDER MINE CARS DIED OF LOCKJAW

CIVIC CLUB WILL MEET TOMORROW.

BAND CONCERT AT THE PARK TONIGHT.

COMMISSIONERS HAVE ACCEPT BRIDGES

POPULAR COUPLE MARRIED TODAY

SIGNS OF SPRING WHAT THEY BRING

WELD FOR COURT FOR INDECENCY

TAKEN SERIOUSLY ILL AT TAMAQUA

CHIEF BURGESS SMINK RECOMMENDS MANY IMPROVEMENTS IN AN INTERESTING REPORT

BANKS WILL HAVE TO BID FOR BOROUGH FUNDS IN FUTURE

SHAMOKIN WILL NOT GET DURYEA AUTOMOBILE SHOP

Exhibit 1

keep or eke out the design of the makeup; nevertheless, it will most admirably depict the technical nicety thereof, the fine balance ever achieved, the skill exhibited in the writing and setting of the head-lines and the eminently commendable uniformity in length and style of the same. There are just hundreds of readers—hundreds of printers, for that matter—who have never been educated up to the point of appreciating such things. They belong to that class of patience-trying dummies who look but do not see. It is therefore a pleasure to come in contact with the person or product of those who do appreciate these little things in the calling which are really the distinguishing marks between the novice and the master artisan. Everything considered, the extra of the Johnson-Jeffries fight was a creditable effort — and right here, very appropriately following the suggestion and thought embodied in the review just preceding, I must say that this is an eastern paper which believes quite as evidently in telling as much of the story in the headlines as does any western sheet. And I don't know but what the people like it best, after all. They—the dear people—still cling to that foolish desire mentioned first by the immortal Barnum—and therefore, while they may be getting more reading matter in the same space without the head-lines, they prefer the humbuggery of the latter inasmuch as it fools 'em and makes 'em think they're getting more news, because they can see it more quickly. As a closing thought, I am happy to note that it is not alone in making an attractive first page that the *Daily News* is worthy of more than passing notice, but likewise there is a fine effort to give the news and also some pretty able work along the line of ad composition, although, of course, this shows the result of haste. The average circulation of the *News* last April was 3,405, a net gain of 200 over that of the same month of the preceding year. I hope it will continue to increase in popularity as time goes on, and I cannot see why it will not, if the present policies are continued.

Dear Mr. Copper:—The writer is sending you by today's mail an advance copy of *The Barnhart Flyer*. This issue is five column quarto in size. Hope you will look it over and if you consider it deserving, mention it in the department "Newspaper Criticism" conducted by you for the National Printer-Journalist.

Hoping that the copy will reach you early we remain,

Yours respectfully,

Barnhart Bros. & Spindler.

This little specimen sheet from Barnhart Bros. & Spindler is surely a very pleasing thing. Entirely absent is the tendency to the defect alluded to further back in this installment, as being so frequently the case with type founders' advertising matter. I am moved to give so much comment to these papers sent

THE BARNHART FLYER

Vol. 1 No. 5 CHICAGO, ILL., JULY, 1910

WRANGLING EUROPE

Enormous Waste of Energy and Treasure to Maintain Constant Preparation for War

TAXES LIMIT REACHED

CONTINENTS UNITED

North and South America Will Join in Aiding Own Peace and Trade

U. S. TO SEND BEST MEN

Europe in Constant Struggle for Power and Position

MUST TILL THE LAND

J. J. Hill Tells Bankers Convention that Farm Desertion is the Nation's Peril

MUST EDUCATE COUNTRY

PASTOR LAUDS NEWSPAPERS

Exhibit 2

out by the type manufacturers, because I find them to be about the most nearly perfect of anything in the line being created today. They demonstrate by actual work what we critics are ever endeavoring to inspire by written words—by example what we try to show by precept. Look at the first page of this *Flyer,* as illustrated in exhibit 2. Note its subdued dignity and neatness. Surely it ought to act as an inspiration to the many newspaper boys who scrutinize it. And by far more excellent and admirable are many of the advertisements appearing in this publication. Unlike those seen in a similar paper, review of which begins this installment, these ads represent nothing that cannot be done in any actual newspaper office. There is

none of the impossible grotesque elaboration about them that requires the electrotyper's assistance to complete; but they are plain, simple, neat specimens worthy of being patterned by any ad compositor in everyday work. Exhibit 3 is set in Barnhart Old Style No. 2, and makes a very tasteful piece of work.

AUGUST SALE

Ladies' and Misses' Fine Apparel

Very extensive displays have been arranged for this sale in each section of this great fashion store, showing everything in women's and misses' high class apparel that is new and smart. The stocks are complete and include full lines of practical styles, as well as the most elaborate gowns, suits and wraps for dress affairs. Visitors to the city will find us prepared to give them especial attention and apparel them for any of the many fashionable affairs occurring during this sale upon the shortest notice—outfits that will have the style and character needed for the occasion.

Our Display of Summer Waists

SUMMER WAISTS, in all new materials, including pure linens, sheer lawns and dotted Swisses. We illustrate one of the many styles. All are latest ideas in summer waists, and are exceptional bar gains. $2.00 and $3.00 values at **$1.25**

HAND MADE PARIS BLOUSES.—A new shipment of hand made Paris blouses has arrived just in time for this sale. They are beautiful models; the conception of artists in the costuming line. Will be offered at the low price of **$2.50**

HAND MADE WAISTS, trimmed with fine hand made crochet lace, three-quarter or long sleeve effects, hemstitched and scalloped em broidery Dainty styles, service able materials, all $5.00 values, priced at this sale at **$3.75**

BEAUTIFUL WAISTS, collarless or high neck effect, frill finish, embroidered panels, three-quarter or long sleeves. Dainty styles and serviceable materials, combined with taste and style, the outcome of experience and choice, at **$1.90**

Lingerie and Tailored Waists for Spring

We show attractive assortments in stylish models—and exceptional values prevail in all of the lines

At $5.50—Waist of washable cotton voile, effectively embroidered. Another model is of lingerie batiste with embroidered front, back and sleeves in the daintiest of eyelet work

At $3.50—Strictly man tailored waists, opened to side shirt sleeves with narrow band cuffs very attract ive style and the newest conception in effect A special value at the price

At $2.50 and $3.00—A large and varied collection of dainty waists—some elaborately trimmed with lace and embroideries, others made in more simple effects with tucking, and altogether bargains at the price.

Fashionable 1910 Dress Goods in Every Variety

Direct from the looms of the foremost American and European manufac tories Special values add greatly to the interest of the unusual offerings

All wool suiting, 42 inches wide, white ground with small lines in black, a yard $1.00

All wool black and white checks, in small, medium and large checks a yard $1.50

Granite cloths in rough and neat effects—soft subdued shades of tan, rose green navy and apricot 46-in width, reduced to a yard $1.25

45-inch all wool chiffon Panama, in new and ideal shades, a yard $1.20

All wool cream coating serge, 50 inches wide, specially reduced at this sale to . . 89c.

The original Ban Roy, wool and silk mixture 45-in wide soft and lustrous with a permanent finish and new shades, reduced to, a yard $1.25

New Ideas in Fine Laces and Embroideries

Fresh lace novelties are arriving every day to enrich our stock —choice productions gathered from the best designers abroad.

LACES Very fine Venice lace allovers many designs in white cream and ecru Thus is an extra good quality Half price per yard . . . . 95c.

Heavy black silk embroidered bands black silk em broidered insertions per yard $1.95

Disposal sale of short lengths, remnants of colored silk embroidered and pearled trimming laces This lot is a bargain and worth your attention per yard, 25c and 50c

EMBROIDERIES—Short lengths of Swiss and nain sook embroidery allovers, thousands of new and artistic designs special at per yard 95c to $1.54

18 inch Swiss embroidery flouncings in new pretty designs and conceptions. Per yard 55c

Attractive lot of cross barred corset cover embroider ies, wide skirt flouncing embroideries, wide shirtwaist galoons. These are worth examining at . . 50c

Women's Silk Hose

Very fine Black Thread Silk Hose with self-perf ring and reinforced soles, heels and toes made full length and very elastic . . an unusually fine hose for $1.25

Tan Cubo Hose, best thread silk in the correct Fashion shades These are guaranteed Per pair $2.00

Women's Underwear

Women's fine white cotton Union Suits embroidered and lace trimmed knee and hand crochet yoke, with narrow shoulder straps special at $1.00

Women's Swiss Ribbed Lisle Thread in knee or ankle length all kinds these are exceptional value at 75c.

Gloves and Lace Veils

Washable Doeskin Gloves —These launder beautifully and are also very stylish and durable, in white, at . . $1.50

Lace Veils—An especial choice selection of the fashionable lace veils for dress, in black, white and colors. These are unusual values from 95c to $35

THE SANS-SUCI STORE

Main, Clifford and Zainsville Streets.

Exhibit 3

The example in the Adstyle family is equally as practicable and pleasing (Exhibit 4). This is the sort of stuff the founders should send out to you— specimens that will show you the correct way of printing without offering anything so complicated as to render it impossible, or at least impracticable, in your daily work. That's the sort of advertising matter that will sell the material, because it shows conclusively what can be done by the practical application

BARNHART'S

PATENTED

ONE-PIECE RIM

ALL-BRASS GALLEY

PRACTICALLY INDESTRUCTIBLE

This all-brass galley has a rim of only one piece: a continuous strip of heavy flanged brass, formed to perfectly square corners inside, and secured to the bottom by more rivets than are used by any other manufacturer.

This patented galley is made solely by Barnhart Brothers & Spindler, and is sold under a guarantee that it is better and stronger than any other galley

With proper use, it will practically last forever: of rough use, such as galleys invariably get in large offices, it will stand more than any other

Heretofore there has never been a galley which would hold fast at the corners when used around machines or for handling large, heavy pages; but this one-piece rim galley will hold fast all around.

The rim is flanged so that the galley with its load can be readily and safely grasped; no type load will cause yielding and nothing short of inexcusable abuse will effect the accuracy and durability of this galley.

This galley, like all other products from the factory of Barnhart Brothers & Spindler, is Superior.

SIZES AND PRICES ON APPLICATION

Barnhart Bros. & Spindler

183-187 Monroe Street

Chicago

Exhibit 4

of the faces advertised—not what is possible with the material in the hands of experts what is very probable with it in the hands of a printer of ordinary skill and intelligence.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—We enclose copy of this week's issue of the *Herald-Progress* for criticism in your department of the NATIONAL PRINTER-JOURNALIST. Very truly yours,

THE HERALD-PROGRESS.

I wonder if the *Herald-Progress* is not printed on a hand press? It looks to me like it was; not that the print is poor, but there is that tendency to gray in the bolder lines always so easily detected in the work of the hand press. I'd ought to be able to praise this paper a little, for there is a noble effort put forth—a successful effort, too, by the way—toward having a clean front page. That much is indeed commendable, even though the back page is one exclusive and solid mass of displayed advertisements. But some how I don't seem to like the front page; it lacks taste, balance and attractiveness. Keeping the advertisements off the front page of a paper is not all there is to it, by any means. The makeup has to know how to give the page the finishing touches of art—how to brighten it up with a design as distinctly defined as that of any single advertisement. I am sometimes simply exasperated that so few printers seem to grasp this idea. Half the men making up country newspapers don't seem to realize that there is any more method or purpose in making up a newspaper page than there is in dumping the type into a galley. For that matter, there is even a difference in the way some printers dump type from the stick into the galley. Some know how to do it in a way that will save the makeup a lot of work, while other compositors slap it in as it happens to come regardless of leads, dashes,

breaks or anything else. The *Herald-Progress* covers its local field well and some creditable editorial work is in evidence in its pages. Likewise some of the finest of modern type faces are to be seen in this paper, the Cheltenham family (barring an incongruous Gothic Condensed) being used exclusively. It makes me sigh to note that the compositors on this sheet are not more worthy to set Cheltenham, than which, in the hands of a real artist, there is no finer face made. To return again to the subject touched upon above: Another fact that provokes my wrath is that there is such an evident lack of system in the mechanical makeup of this sheet. There seems to be little method governing the arrangement of either the ads or straight matter. The skilled makeup man has a system he follows in everything he does. He invariably graduates his matter, be it either short items or headed stuff, and, in the case of the average country weekly, wherein "position" is seldom asked or granted to advertisers, the same rule obtains as regards that. The *Herald-Progress* force must study this subject a little more deeply.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a copy of the Winona (Washington) *News* for your criticism. Winona has a population of less than three hundred. I do all the work. Never had any experience until I took the paper eighteen months ago. Say what you please either about the paper or this sample letter head. GUY HUGHES.

I can't say that I should be pleased to say just what I please about this letter head of Brother Hughes', for I am not one of that kind whom it affords pleasure to say unpleasant things; still, frankly the letter head is rotten. This is so chiefly because of the crazy, stair-steppy, red rule work. It's not within my province to go criticising job printing, but I will say that in my opinion it is scarcely possible to make a good letter head out of a dinky oblong panel printed in the center of the head. Inasmuch as the engravers' faces were used, it would have been far more desirable to have set this heading after a more simplified, engraving-like design, omitting the work entirely. I wish I might say something less discouraging for the paper; but I cannot see how I can. It is one of those little sheets—of which God knows there are far to many in the United States—two pages of which only are printed at home on a hand press. The person making it is an amatuer—this fact is evident in every feature, and,as such, to be sure, the effort is not so bad. But as I see it, that is not what we want in newspaperdom—we do not want dinky papers run by inexperienced men—we want better papers and the only way to have them is to have better printers and better newspaper men back of them. Now, possibly, with a full course at some of our notable modern schools of journalism, together with a four year's course in the art of printing-like design, omitting the rule-work entirely. I wish I might say something less discouraging for the paper; Hughes confesses himself, would doubtless come out all right; but do they ever get such a training? Nearly all of the old-timers got their education in the calling through a strenuous apprenticeship. Half they learned, of course, was accidental. They had to get most of the secrets of the trade through obsevation or experiment, or were guided into them through ridicule from their betters. But today printers, like mushrooms, are made in a single days' time, as it were, and I honestly believe that this alone accounts for more than half of the low standard of excellence of the country press. Many men are running newspapers that are no more fit to run them than I would be fit to run an electric plant—and in a fair comparison what I know about electricity would make what a cow knows about heaven look like the Encyclopedia Britanica. Still I'm trying not to lose sight of the fact that one of the main objects of departments of criticism like this is to help young men in the calling, not by ripping their work up the back, but by endeavoring to point remedial measures. In this case, however, nothing suggests itself that I might say as an aid to Brother Hughes in inproving his little paper. Under the circumstances he's doing about as well as could be expected. The manner in which he has his front page made up, barring the displayed ads (unavoidable because of the limit of two home-printed pages) is very commendable, the neat design of having opened the first and third, and fourth and sixth columns with heads, not escaping me. The advertisement composition is crude, showing a decided lack of understanding of typography. Mr. Hughes has a fair idea of massing, but lacks most markedly in a conception of symmetrical design. In writing the heads care should be taken to have each line in the stair step of as equal length as possible.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR MR. COPPER:—I want to thank you for the nice things you have said about me and *The Sunbeam* in the July issue of the N. P.-J. It is no little encouragement in the good work to know that there is at least one other newspaper man who appreciates the true value of advertising. It might be of interest to you to know that the ad I run in the Grand Island *Independent* is right now bringing me enough business to pay for itself every week. And besides this I can point out to my customers the fact that I really believe in advertising to the extent that I will spend money on it and you don't know how much it helps a solicitor's talk—it proves that I believe in what I am trying to get others to believe in. I think this outside advertising was the best thing I ever bought and I've been spending money on advertising ever since I have been in the newspaper business. With best wishes for your success, I am,

Very truly, W. W. MALTMAN.

It is a curious thing to me that so few newspaper men, comparatively, have caught this advertising idea. It seems like the very class of business men who should have been first to grasp and apply the value of publicity in their business are to be the last. In this connection I see by glancing through Brother Maltman's paper that, as is sure to be the case with the newspaper man who advertises for advertising, the *Wood River Sunbeam* is carrying several advertisements for firms in Grand Island. This is a feature regarding which the conscience of many a publisher has twinged no little; but I think that he need have no scruples in accepting advertising outside of the home town, especially if that home town is not big enough to use all of the paper's space. The small town merchant is thus given a lesson in true advertising that's bound to do him good, and while it may sharpen the competition with the outside store, and even create a competition that did not exist before, I believe it cannot do other than result in good to all concerned. I believe that a newspaper man owes something to his home town, of course. He should draw a line somewhere. I do not believe he should print advertisements for mail order concerns, for unreliable quack medicines, saloons, etc. But for good, reliable retail stores in adjoining towns, a man must be a martyr indeed who turns that down. There's a hundred other ways by which the country editor can and usually does amend to his local dealer gratuitously.

Changing the subject, I am surprised that so good a newspaper man as Brother Maltman, one who catches the right idea in so many ways as regards his business, can bear or permit to exist some of the glaring defects in evidence in his generally fine paper. For instance, the manner in which all but the first page of the *Sunbeam* is made up. How can he tolerate those ads scattered promiscuously throughout the columns without method and for no other purpose than to crowd into the display? How can he tolerate those bold Gothic head-lines looming up in his modest and sightly front page? Nothing could be more inharmonious.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover we are sending you a copy of our Stockton *News*, and would be pleased to have you comment on the edition if you see fit in the NATIONAL PRINTER-JOURNALIST, of which we are readers.

Very respectfully,

W. A. SCOTCHBROOK & SON.

In point of a nice clean front page and contents against which the most fastidious could hardly complain, the Stockton, Illinois, *News* is a pretty fair sort of newspaper. It is a six-column quarto with ready-printed interior, and aside from several faults, which I shall try to mention during the course of this review, it measures up somewhat above the average. I am very favorably impressed with the tasty style of makeup of the first page, the successful effort to balance and brighten things up with neat heads, etc., being especially praiseworthy. The use of a cap line for heads over the short stories is not so good as upper and lower case, since the latter is not only more easily read but also, in the face employed, would admit of more in a single line and thus obviate the necessity of running the head over into another line as is quite frequently the case in caps. I think one of the quite common errors of newspaper men is to have their single-line headletter too large. Ten point is quite adequate, and if the face is somewhat extended and bold, then even 8-point is big enough. And never should anything larger than pica be used. The *News* can profit a great deal by adopting my ideal method of makeup as outlined so often in these columns, and which I will not repeat at this time. The compositor also needs some heart to heart instruction on correct display, artistic designing and proper massing. No price ought to tempt a publisher to run locals of an advertising character sandwiched in among his local news items. Such items should be treated as display advertising matter and classified accordingly.

From H. E. Shrope, with the *Star*, Washington, New Jersey, comes a bunch of advertisements, several of which, for the lack of anything better thus far in this installment, I shall reproduce herewith, together with brief comment on each. Exhibit 5 has the common defect of too bold rules; the display is strong, that's evident, but not strong enough to overpower those two rules, which are the first things to attract the eye, and, what is worse, hold the eye from the type. The next specimen (6) is much better; but if Compositor Shrope will explain to me why he hung the body up in the air, as it were, instead of leading it to the center of the space, I shall be considerably relieved. A similar, if not the same, defect is to be seen in seventh exhibit. The inversion of the lower rule was erroneous, especially, inasmuch as it was so widely separated from the body mass. For a two color printing the eighth exhibit would have passed as a very neat job, but for ad work this is a scheme of rule that only acts as a confuser to the eye. When printed in a light tint, rules can be subdued and the type brought out in a stronger hue, but in setting ads the compositor must bear constantly in mind that he is working alone in black and white, and that the message of the rules is insignificant compared to that of the type. Exhibit (9) is the most pleasing so far, but could be improved by closing up the rules to within a pica of the body mass, compressing the "tail" considerably more, and distributing the space thus gained between the heading and the signature and the sur-

Exhibit 5

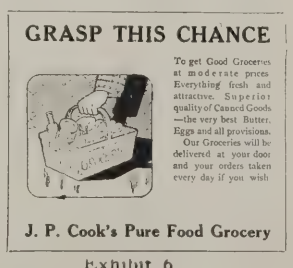

GRASP THIS CHANCE
To get Good Groceries at moderate prices. Everything fresh and attractive. Superior quality of Canned Goods—the very best Butter, Eggs and all provisions. Our Groceries will be delivered at your door and your orders taken every day if you wish
J. P. Cook's Pure Food Grocery

Exhibit 6

Exhibit 7

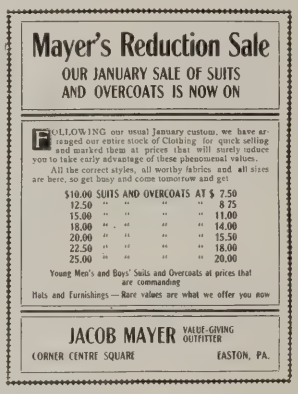

Mayer's Reduction Sale
OUR JANUARY SALE OF SUITS AND OVERCOATS IS NOW ON
$10.00 SUITS AND OVERCOATS AT $ 7.50
12.50 " " " " 8.75
15.00 " " " " 11.00
18.00 " " " " 14.00
20.00 " " " " 15.50
22.50 " " " " 18.00
25.00 " " " " 20.00
JACOB MAYER VALUE-GIVING OUTFITTER
CORNER CENTRE SQUARE
EASTON, PA.

Exhibit 8

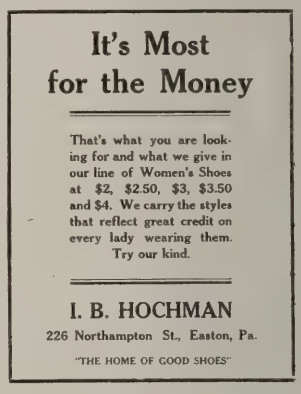

It's Most for the Money
That's what you are looking for and what we give in our line of Women's Shoes at $2, $2.50, $3, $3.50 and $4. We carry the styles that reflect great credit on every lady wearing them. Try our kind.
I. B. HOCHMAN
226 Northampton St., Easton, Pa.
"THE HOME OF GOOD SHOES"

Exhibit 9

Exhibit 10

rounding border. The tenth exhibit is an unusual specimen, quite like the original work of Mr. Stutes

Felix Waterman
Hackettstown, N. J.
NEW SPRING STYLES
Our new styles for the Spring and Summer season are now open for inspection. ¶ Our line is most complete in clothing and furnishings for Men, Youths and Boys. ¶ We solicit an early visit. You will see the most up-to-date stock of clothing in this vicinity. ¶ Prices as low as is consistent with good merchandising
FELIX WATERMAN
Rice Building, Hope St. Hackettstown, N. J.

Exhibit 11

of Spokane. It is apparently without technical fault. Exhibit (11) is also a good ad.

Mr. O. Byron Copper, National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I am starting in my second year as a newspaper editor. It is my wish to give to the people of my town and community the best possible paper. Our town is about 600 population. I am writing you and will send copies of the *News* that you may look it over and if you will kindly give me some information that may prove of help to me in bettering the paper. I do not get the NATIONAL PRINTER-JOURNALIST, but will ask that you send me the copy containing the criticism on the *News*. Any information that you can give will be heartily appreciated as I want the truth that I may be bettered and helped. Again thanking you I beg to remain,

Very respectfully, D. H. STEELE.

If that isn't nerve, I don't know how to define it! That's just a little worse than if one of Brother Steele's own townsmen came into his office and asked him to kindly write up a big "send off" about his visit to the county fair, or some other event in his quiet rural life, and simultaneously explained that he didn't take the paper, but would be pleased to have Editor Steele spend his valuable time and gray-matter-energy in writing him up. Howbeit, I shall proceed to do, just as perhaps Brother Steele would proceed to do, in case of the contingency mentioned, to give him the requested writeup in the hope that thereby he may be induced to become not only an occasional reader of this excellent journal, but a regular and profitable subscriber. The Morill (Kansas) *Weekly News* is a cunning little four-column quarto, printed wholly at home. The print is very good, and there appears to be more than the ordinary care expended in a successful endeavor to make neat and attractive pages. The style of typography is always tasteful and the press-work good. Advertisement composition might be improved through a more careful study of uptodate work. The makeup can be bettered by adopting this plan: Insert the displayed spaces on the right hand sides of the pages; start out with the largest space in the lower right hand corner, to the left of this a smaller space may be inserted, as one or more smaller spaces may also be inserted above. Look to it carefully that the ads are graduated, largest spaces toward the bottom, and smallest spaces at the top. In this way the greatest number of ads will be given preferred position and the aspect will be neat, methodical and pleasing. A department should be arranged on one of the several pages under an appropriate heading, in which all of the paid locals should be gathered together each week. People will learn to look for this department after a time, as soon as the paper comes out each week, and those who patronize it will soon be pleased to find that a local in such a department gives them better and quicker returns than the sandwiched items used to. I am very favorably impressed with the general excellence of this little sheet, and see nothing further to suggest as a means of improvement.

Whenever I get a newspaper that is very bad—or very good—I immediately sense sculdugery; that is, I immediately begin to suspicion that some one of that particular paper's enemies or friends, as the case may be, has sent the sheet in for proper roasting or for praise. I always prefer to have contributions to this department accompanied by a letter from the publisher or from some reliable and interested member of the force; then I feel freer to proceed with a review. Now here's a copy of the Winterset, Iowa, *Reporter*, a six-column folio, all-home-print, which I suspect has been sent me by some other than those connected with its publication. I get this "hunch" from the fact that an article on the panama canal, which occupies all of the first page space that is devoted to straight matter, and fully a third of the last page, is significantly marked with a lead pencil. Now, about all I'm going to say, under the circumstances is this: I don't know anything about Winterest; but judging from what I can learn from the contents of the *Reporter*, the paper is scarcely a crdit to the place. It is liberally patronized by local business institutions, but all the local news that has been scared up for this issue is contained in a trifle over three columns. There is every ear mark of a "dead one" in evidence. I'm sorry to be compelled to say it.

Thomas Balmer of New York, the dean of advertising men, spoke before the Milwaukee Advertisers' club Sept 21. Mr. Balmer argued that national advertising of certain staples no longer has so strong an appeal in the cities as it used to have. This is due in large measure to the fact that the city consumer of staples buys the finished product rather than the raw material. Taking as an example, the national advertising of a certain brand of flour, which did not show as good results in the cities as in the country, Mr. Balmer said:

"With every increase of the population the advertisers were confident that more and more flour must be consumed in Chicago. They based their advertising appropriation and expectation upon the certain fact that so much flour must be eaten in Chicago, without the slightest recognition that the larger and more rapidly increasing bulk of it was not being bought by the consumers, but by the bakers and sold to the eaters in a form which entirely precluded any possibility of there ever being any adequate return for the national advertiser in such a community."

Seth Brown of Chicago, an advertising expert, talked on the dignity of the advertising man's occupation. He said that advertising consists in "selling good news," and that if it isn't good news, it will fail.

Charles D. Warner, editor of the Cement World, Chicago, was honored in Detroit, Mich. Sept 20, when the supreme council of the Scottish Rite Masons in session there, conferred the thirty-third degree of the order upon him. Mr. Warner has been engaged in newspaper work in Chicago for twenty years and his home is in Oak Park.

A Wealth of Practical Knowledge for Printers and Publishers

How to Win Success Through Perfect Cost Systems and Honest Prices

First. The Ben Franklin Club advocates a cost finding System for every shop, which enables you to determine the exact cost of the product you have to sell, whereto you can add a reasonable profit, if you have backbone enough.

Second. You will come in contact at the meetings, with experts in your line of business who can teach you something—provided you don't know it all at present.

Third. The social intercourse at these meetings removes the horns and cloven hoofs from your competitors and you soon discover that they are good fellows like yourself; friendships are engendered that sometimes fill the heart of your competitor with generosity and he is pleased to let you have the job and will assist you to get a legitimate profit for the same. This rule is reversible; it works both ways.

Fourth. The friendship engendered in Reason Three creates a stick-by-each-other feeling, that your competitor will freely testify in your behalf when some pernickity, pestiferous, pistolonious customer endeavors to get you to discount your bill because all the periods are not perfectly round. This rule is also reversible.

Fifth. The free use of the association secretary will furnish you with the information about the above kind of customers.

Sixth. The Labor Department in the secretary's office gives you a list of the unemployed of the entire city and many outside, helping you to secure efficient help promptly and not let the job wait a few days while you advertise.

Seven. The lessons learned from our School of Estimating, stiffen your backbone, so that you are not afraid to ask for a profit on your work.

Eight. A membership conscientiously lived up to, pays mortgages, type founders, paper houses, and buys automobiles.

Ninth. All of the above reasons analyzed and condensed makes a composite phrase which is—It's a good Thing for you. Get in.—Ben Franklin Messinger.

Minnesota convention of practical, experienced printers and publishers proves the most successful in the history of such meetings. A Minnesota State Ben Franklin Club organized.

ONE of our regrets, last month, was that we were unable to give an account of the notable convention of printers and publishers at St. Paul, in our old home State of Minnesota—but we are somewhat consoled by the fact that we are able to present the same more fully in this issue and we feel that in doing so we are giving our readers hundreds of dollars in value in practical knowledge equally valuable, too, to those in the large metropolitan cities and to those in the smaller cities of the United States. For all this we are indebted to the *Ben Franklin Messenger* of Minneapolis. Instead of a synopsis, we have given instead, as an equivalent thereto, a statement of the precepts of the Ben Franklin Club from the first page of this splendid little publication. The Convention was called to order by E. K. Whiting of Owatonna, the city, where we helped to organize, as member and Secretary of the State Board, the State Public School of Minnesota a quarter of a century ago, so that we feel that we ought to know him, as we have known for forty years many of the enterprising publishers and printers of the North Star State. Memory makes it a delight to cull over the speeches and doings and we are rejoiced to notice that this new organization was started by the members of the North Star Daily Press Association, among whose members we have many readers and subscribers and we hope that what has been published, during the past three years as to the Ben Franklin Clubs and their work, in the National Printer-Journalist, was one of the incentives to this movement. Messrs. Hunt, Grondahl (of our old Red Wing paper) and Mr. Driscoll, first mentioned as the movers, have been readers of this paper for years. Mr. Whiting said in calling this meeting to order:

The Start of the Movement.

The Chairman: Gentlemen, about three months ago at a meeting of the North Star Daily Organization of this state, we had Mr. Byron, of Minneapolis, with us for about a half hour's talk on the matter of the Ben Franklin organization—there was at that time so much interest among the printers that it was voted to appoint a committee of three, consisting of Mr. Hunt, of Mankato; Mr. Grondhal, of Red Wing, and myself, to call a meeting for the purpose of organizing a Ben Franklin organization in this State; and your committee has issued the call for this time. At that time the matter was put up to the organizations of the Twin Cities and the Ben Franklin organizations of the two cities very kindly came to the front and offered to provide for the meeting and for the entertainment. For that reason I am going to call at this time upon Mr. Driscoll, who is the President of the St. Paul organization, to give you an address of welcome. (Applause.)

Mr. Driscoll speaks of the St. Paul and Minneapolis Clubs and Extends a Welcome.

Hr. Driscoll: Mr. Chairman and Gentlemen: It is a privilege to be called upon to welcome you. Many of you whom I have known for a good many years in the printing business. And, as the speaker has just told you, that the Ben Franklin Clubs of St. Paul and Minneapolis have given themselves the pleasure of furnishing the funds for the entertainment of this meeting, I want to call your attention to the fact that the Ben Franklin Clubs have funds. Now that is something that should make its

impression to start with, that we have money, printers have money for this purpose.

We welcome you not to the city alone, but to the Ben Franklin movement, which is a large movement. It is not only state-wide, but it is national in its scope. I am not going to take your time in going into any details. The Committee practically requested me to be brief, they want to get down to business and to hear some real talk on this subject.

In going into the Ben Franklin movement as a cost proposition every man wants to lose his wishbone. We have found in our business when we started out at first there was some little confusion between our backbone and wishbone. You want to lose the wishbone and not waste your time in studying cost unless you are going to go right through it and apply it to your business and keep on and watch it. The printing business is the sixth industry in the United States, and I don't know of any line of business that is so poorly organized, or in fact, not organized at all. Now, I dare say that in the Minnesota Publishers' Association, if any one should ask a member what his business was he would say a newspaper publisher, he would not say a printer; he is not proud of it, but he ought to be and it is his own fault. It is our own fault that we are not proud of being printers. One of the largest printers in Chicago sent his family on to Los Angeles for the winter; they persuaded him to go out there later on. He put on all his glad rags one night and went to a reception, dinner or something. Somebody asked him what his business was. Well, he said he was a printer. He did not say that he was one of the largest printers in Chicago and a successful one; but he took the train home the next morning. He decided that printers were not the real thing down in Los Angeles and he was going home. Now there is no reason for that.

This is a matter that you cannot settle in a few days. Mr. Byron was telling me that in South Dakota they appointed a committee in the morning to establish and recommend a cost system expecting to report at 3 o'clock that afternoon. Now those of you who have studied this matter for the last two years, having spent two hard years at it, realize that you are simply beginning.

I welcome you again to the city, to the movement and I assure you of the co-operation of St. Paul and Minneapolis. (Applause.)

The Chairman: It is quite a peculiar condition, at least for the printers of the country, to know that the printers of the Twin Cities have gotten together; and I feel very sure that we would at this time be glad to hear from Mr. Girling, who is here as the President of the Minneapolis Ben Franklin Club. (Applause.)

Mr. Girling of Minneapolis is Reminded of a Story.

Mr Girling: Mr. Chairman and Fellow Sufferers: This introduction of the Chairman that the printers of the Twin Cities have gotten together, reminds me somewhat of a story of two traveling men that were traveling through the South and got lost one night driving from one village to another. It was a stormy dark night; they drove for miles and didn't find a place of habitation until it was getting late and they saw a dim light through the woods. And Bill said to John, "Well, there's a light; there is a place we can stay." So they came to a settler's cabin and knocked at the door. A tall, lank settler came to the door, they told him of their predicament and asked if they could stay all night. He says, "Wa'al, I guess you can. We haven't very many accommodations here, but I guess we can take care of you." So he invited them in. There was one large room with only one bed in it, and ther was a man and his wife and three or four children. Well, they did not know where they were going to sleep, but they looked around a little. Finally the man gave them some supper, entertained them and talked to them a while, after which the lady of the house said to one of the little boys, "Johnny, I guess it is about time for you to go to bed." So she took him behind the screen, undressed him and put him to bed, in the only one bed that was in the room. Johnny went to sleep, and as soon as he was asleep she picked him up and took him over in the corner and laid him on the floor on a shake-down they had there. And she did that same thing with little Mary. and also with little Charlie, until she had the three of them on the floor. Then she turned to the two traveling men and said, "Well, I suppose you gentlemen are ready to retire; my husband and I will go out while you go to bed." Well, they thought that was all right; it was kind of them to give them their own bed, and they had what they thought was a very peaceful night's slumber. But in the morning when they woke up they found themselves on the floor, they had been carried over and put in the same boat with the kids.

Now I want to say that the printers all over the country are all in the same boat. You may think you are sleeping in the bed, but most of you are on the floor. That is one thing that I believe we might agree on, our objects are the same, and we are all in the same boat. And if we have any knocking to do, don't let us knock each other, let us boost each other, and go after our customers.

I wish to say on behalf of the Ben Franklin Club of Minneapolis and of St. Paul, and of the movement in general throughout this country, that there has not been in my own experience in the printing business, which has covered a great many years, a movement that I believe has been as beneficial, and is going to be more beneficial, than this one particular movement of the Ben Franklin Club; that is, the education of the master printers as to what their costs are. There is only one trouble that I find in the printing business, just one little simple trouble, and that is that we do not get money enough for our work. Now the trouble is between two people to settle, the master printer and the customer. The customer is not interested in boosting the profits, so it eliminates him. It is down to one man, the master printer, to get his price. As the preceding speaker has said, we have got to put our backbone where our wishbone has been. You can get any price you ask if you have got the nerve to ask it and stick to it, to let the customer take his job out the front door to some other printer. If that printer has got the nerve to ask the price, he will get it and that is all there is to it.

If we that are in the business do not know what the costs are of our product, how is the customer to know? This movement is along the line of educating ourselves to what the selling price of our products should be.

Objects of the Organization.

I have not prepared any speech. I know that there are gentlemen present here that have the technical part of this cost proposition, so that you will all be benefited. They can tell you just how to go about it. I think that the troubles of the printers are simply that we don't stick together. The question of the selling price of your product is one end of it that I think we ought to study. Most of us go into the work-room and think we can cut down the cost of manufacture, which I believe is a good thing to do. There are a lot of leaks in your work room that you can stop, most of them of good size, but there is no leak like the front office leak in not putting the right

charge on your ticket when your work is done. Do not cut it down to what you think is cost, or sometimes less than cost, but find your cost and then add your profit, and you will find that in the course of a short time you will have a bank account to help boost the business with.

I believe that this movement is going to spread from one end of the country to the other and by all of us unanimously working together we are going to elevate the standing of the printing business. Mr. Hartman, of Chicago, who is here today, was telling me of a little incident that happened while he was down at West Baden. He met one of our Minneapolis bankers there and they got to talking of the standing of the printing business. The banker, who was president of one of the largest banks in Minneapolis, said, "Well, we feel that the printing business as a business is not a desirable customer to have in our bank." Now these Ben Franklin Clubs are going to change that; we are going to put the printing business in the commercial world. In the matter of dollars and cents that are invested in the various plants, our business ranks sixth in the various businesses in the United States, which is a very creditable showing. I believe in the matter of intelligence, there is not a brainier, brighter, more intelligent lot of people connected with any business than there is with the printing business. That is the trouble with us, there are too many leaders, we are all heroes all by ourselves; each man knows more than the rest of us all put together. We must get together and learn. I believe this movement is going to put backbone into every printer; it is going to put pride into every master printer; it is going to teach him that his business is a business to be proud of, an honorable calling; that he can stand up and face the world and say, "My business is just as good as your line of business," without being ashamed to take a position in any community. That is the way I feel about it and I am going to stick.

Now if a man tells me what my costs are and shows where I have been wrong, that I have been charging composition at 80, 85, and 90 cents and it costs me a dollar and a quarter, I am going to stick for that dollar and a quarter; and I believe if the rest of us will follow those same rules it will make a revolution in the printing business and in the printing line that we have never seen before. It is going to put us where we belong.

How to Organize and the Benefits.

The Chairman: I think the main thing we want to know about at the present time is the details of how this Ben Franklin Club works. We have with us Mr. Byron, of Minneapolis, a man, I think, who has put in as much time on this movement as any man in the Northwest, and he has very kindly consented to talk to you at this time upon that subject. (Applause.)

Mr. Byron: Mr. Chairman and Gentlemen: To begin with, I assure you I am going to be brief because I can tell all I know in a very few minutes. Through some mishap in the Postoffice Department we have a comparatively small representation here today. I am informed that the majority of the printers to whom Mr. Whiting sent an invitation did not receive them, because I know there is enough enthusiasm in the state of Minnesota in this movement to warrant a very much larger attendance than is here today.

I am a good deal like the negro preacher who said of the white minister who had the church on the street just above him, "Ah, don't announce mah text every Sunday in advance." "Well, why don't you, Sam?" "For this reason," he said, "this white parson, he announces his text and the debil gets ahold of it and pulls it all to pieces; he knows just what he is goin' to talk about. The Debil himself don't know what Ah' am goin' to say." (Laughter.) Now, gentlemen, in giving you this rambling talk I am going to give you my personal experiences in organization work, and the Ben Franklin Club movement, also some little experience, possibly, with the cost system. To my knowledge, there are now in the country some 125 to 150 almost uniform cost systems in the daily use. The printers throughout the country who are operating these costs systems are getting practically the same result. I do not mean to say that the results in one office are just exactly the same as in another, but by using a uniform system and compiling results, recapitulating costs, we find that the costs average about so much in each department. A cost system to the average country printer, for instance, seems to be a great stumbling-block; it is more than he can master. It seems to him to be a great barrier in the accounting system of the office. Printers, as a rule, are woefully lacking in any sort of a system. I know in Minneapolis when we inaugurated the cost system now in vogue a great many printers postponed the installation of a cost system for some unknown reason. When we got down to the facts of the matter we found that they had no bookkeeping system on which to establish a basis for a cost system. And in talking with printers all over the country I find that that same condition prevails everywhere. The printer is not a business man, as a rule. Notice the unbusinesslike methods of the printing fraternity at large that have held back the business men in the printing business.

I am going to advocate most heartily the formation of a State Ben Franklin Club here today; that is the purpose of this meeting. Through the medium of that organization the weaker brethren, the men who have no business and who are as much your competitors as the good business men, will be informed on correct business principles, they will have the assistance of men who have had real experience in operating cost systems. If they can be made to see the light, I predict that it will raise the business of printing 100 per cent throughout the Stae of Minnesota.

Now, this is not merely a local movement, gentlemen. I was, fortunately, present at the formation of the South Dakota Ben Franklin Club. One of our members has a call to speak at the organization of a North Dakota Ben Franklin Club. So you see if we organize today we come in between North and South Dakota.

I am looking forward with a great deal of pleasure to hearing from Mr. Hartman. Mr. Hartman has been President of the Chicago Ben Franklin Club for five years. He would rather organize and speak to printers than do most anything else, I am told. He is a missionary in fact. I want to say to you that the experience I have had in the Minneapolis Ben Franklin Club, having been its President for the first year of its existence, has been a most pleasant experience. It has given me a great deal of information on which to build in my own business. The members in Minneapolis are most enthusiastic. I will make the assertion that the Ben Franklin Club in Minneapolis, in its little over twelve months of life, has benefited the Mineapolis printers to the tune of almost a hundred thousand dollars. There is no reason why a state organization should not benefit the printers of the state in the same proportion.

Now I am not going to outline anything about a cost system, that will come later. The cost system for the small shop is still in embryo. It is difficult to make such a simple cost system that anybody can understand it without expert supervision but after a man has attained the

knowledge, he will never relinquish it, I assure you. When I went to organize a small town in Wisconsin a short time ago I asked one of our members if he had a message to send to the printers here. He was a man who had demurred about putting in a cost system. He formerly said, "All the cost system I want is to look at my bank account at the end of the month and I can tell whether or not I made any money." Now that, gentlemen is the superficial way in which the printer has been working as long as I have known anything about printing. When I went to the man and said, "Have you a message?" he replied "No, no special message" (they can't help but break out somewhere), " Well," he says, "I will tell you what: if you offered me a thousand dollars right in my hand now, and I need the money because I am putting in some extra machinery and one thing or another. I wouldn't take it for my cost system." And that is the way they all speak. Nine months after a printer who had been in debt in Minneapolis for twenty years to my knowledge, had put in a cost system I happened to drop into his office. It was the 9th of the month. He pays his bills on the 10th—when he has the money. "Well Byron," he said, pushing back his check book, "I am just through signing my last check. I have cleaned up everything in nine months." I said, "What do you attribute it to?" "The cost system and nothing else," was this man's answer.

Now you are going to hear a good deal of talk about cost systems and about organization. But I want to urge you, gentlemen, in forming a State Ben Franklin Club to appoint officers who are interested, in the first place, and who will give some little time to the matter, and then I want to urge you to co-operate with your officers. I mean to co-operate with them myself. I hope St. Paul and Minneapolis will be included in the state organization because I know our friends are eager to participate in any good that may result from your organization. I believe the committee has not outlined any organization plan; it is right in your hands.

I will say that one of the greatest benefits we get in this movement is meeting in a friendly way. Of course, where we have local organizations we can meet as often as we choose. In Minneapolis we meet once a week. We have a week-end luncheon at one of the popular cafes in Minneapolis. From a quarter to a half of the membership are always there. We discuss matters pertaining to the business, not only to the cost system but to trade abuses, etc. We are getting a great deal of benefit and we are growing in strength and knowledge every day. And while Mr. Girling made some disparaging remark about the attitude of the bankers towards the printer, I will say that in the heart of the city of Minneapolis where the printer did not stand ace high a year ago, the banker considers the average printer a very good customer. Well he may, because he has seen him grow, he has seen his bank account grow, and he has seen him take care of his notes, as he very rarely did heretofore. He is in very good standing with the banker, and that is the result of the cost system.

But we have our lapses, we miss fire occasionally. It is impossible in our business to figure the price of a job in advance and get a profit we always think we are entitled to. There is an element of guesswork in printing and there always will be, which necessitates all the more a first-class cost system. If we know the cost of our product, the rate per hour it is costing us, we have eliminated half the guesswork on any job we figure on. As I say, there will always be an element of guesswork, but we are educating ourselves. We are comparing estimates after jobs are out, we have a regular class in estimating. We have a blackboard in our club room. When jobs go wrong members are very willing to make examples of themselves for the benefit of the fraternity. We analyze those estimates and we analyze the cost after the job has gone through the shop to compare results. I am urging very strongly that all members in our organization estimate jobs on a uniform estimate blank. Our organization has printed estimate blanks which we consider very good. We have brought a number up here today and I shall be very glad to have every man take some home with him. Those estimate blanks are uniform; they are just as uniform as cost system distribution blanks and they can be compared item for item. We show them to our foremen, we show them to our superintendents and in every way we are making this an educational movement. It is time we woke up, as I said a short time ago. The small printer looks askance at a cost system. I am going to advocate—this is just a personal suggestion—that for the time being the printers throughout the state be furnished with price lists of what thigs are really worth, what jobs are really worth based on the experience of men who have operated a cost system. I should like to see you appoint a cost committee. It will take some time to work this out, but we must practice patience in this new movement we are putting forth. I believe if the printers can be made to believe that these prices are based on the actual cost, with a slight percentage added for profit, that nine-tenths of them will be glad to use it. I have spoken, perhaps, to a dozen printers' organizations in the last year. I know that they are absolutely ignorant as to the cost and absolutely ignorant as to what the successful printer is charging for his product, they do not believe the facts. If these men could be convinced, we would accomplish a great deal. Sometime these printers remind me of a story that Mr. Curtis told the other day. I shall try to tell it to you. I think it has a very apt application. A farmer from the country came to the nearest town to see a circus and when in the animal tent he saw a camel. It was the first camel he had ever seen. He looked the camel over from head to foot, he observed the broad, spreading feet of the animal, then he went up and looked at the long, snaky legs, and split lip, and the humps on its back, and its long tail, and he shook his head, turned away and was going out, but he turned back and gave it another look, saying, "Damn! There ain't no such animal."

Mr. Hartman of Chicago, One of the Fathers of the Ben Franklin Movement Speaks.

The Chairman: Now, before getting down to the business of this meeting, we have with us a gentleman from Chicago, Mr. Hartman, President of the Chicago Ben Franklin Club, one of the first in the United States. I think we would be able to gain a great deal by knowing of the work in Chicago. I am going to call at this time upon Mr. Hartman, of Chicago.

Mr. Hartman; Mr. Chairman and Fellow Printers: I want to assure you that it is a pleasure to be with you here today in this uplift movement of the Northwest. I believe that there is more work being done in the Northwest today for the printers than in any other part of the United States. We in Chicago, of course, have a great big proposition. We have about eight hundred printing offices in the city. We tried for a long time to bring them all into the big parent organization which represents about 80 per cent of the invested capital and the output. We found that it was a very hard matter to bring in the outside printers, so we have organized a North Side Ben Franklin Club, a West Side Ben Franklin Club,

a Hyde Park Ben Franklin Club and another at South Chicago. These little fellows at South Chicago have gotten up a price list; they would not go into the cost proposition because they said that there was too much work, but they got up a price list and had us pass on it, and they are charging those prices faithfuly. No man can get a cut who goes from one printer to the other, he gets the same prices. The printers have money in their pockets today, when they used to be hustling to get car fare to go down town and get a lift of paper to carry home.

Now, the Ben Franklin movement, I believe, started in Chicago. About eight years ago I came into possession of the plant that I now own and the first thing I did was to set down with Mr. Bookeeper and say, "Now let us estimate what our costs are in the different departments." I thought I knew something about cost because I had been in the business about twenty-two years. We sat down and we estimated the cost in each department, and we fixed our cost price at the figures arrived at. Our jobs coming through showed a very handsome profit. At the end of the year I called in an expert accountant to go over the books and when he got his figures he came to me and said, "Well yow have made $4,300 this last year." I said, "You are crazy. Come over here, let me show you something." I went and got my job tickets. I had the cost in one column as we figured it, and the selling price in the other. We were averaging about 20 per cent and we did $140,000 worth of business. "Now," I said, "you are crazy. You go over your figures again." He said, "All right, I will do it." He came back and said. "I can't change it." You can imagine what my feelings were. I went home that night and I just laid there all night, I did not sleep a wink. I knew there was something wrong. The next morning when I came down I said, "Charley, now you take this old distribution record here and you put down every day the number of hours and charge against jobs, and proposing them. I told him to keep a record of every hour, chargeable and non-chargeable and at the end of the month we had got it down to a science, but we were still selling composition at about 20 cents an hour under what it actually cost. Taking that 20 cents an hour off more than wiped out that big profit that we thought we were making. So I put down a dead line, hour. no figures to be made below such and such a cost per hour. The result was that our business dropped down from $140,000 to $111,000, but when we got our figures from the expert accountant the next year we had gained $13,000 on $111,000.

When I was losing the work all the time I used to get cold feet, go back to my little office and stay there and hold my head. I would say. "I guess I had better go back to that old system and take it hit or miss," but I finally stuck and you cannot get me to go back now because I know better.

I had one great big job for a large store, 75,000 copies of a catalog, containing 285 pages and I made $6 on that job when I had the correct cost. I thought I was making money. There are others still doing that job at that price that have not a cost system and they are up against it all the time while I get time once in a while to go around and talk to my printer friends in the country, because I have got a dollar or two in the bank and I am not always shinning for money. The cost system is what did it. (Applause).

Now, gentlemen, after I got this cost system working I said, "If that is a good thing for me it ought to be good for everybody else." I called in five or six of my old friends and put the proposition up to them. Now I said, "We had, years ago, in Chicago, several organizations. Commercial Printers and everything, and there is only one in existence today with a membership of possibly twenty-five or twenty-eight, all the others went out of existence. "They were formed on wrong lines." And we prepared a platform that we are sticking to and which we have found so liberal that everybody can come in. We do not ask them to do anything only to find their cost, and we believe that when they know the cost of production they are going to get a profit if they can, or let the other fellow do the work. After we talked the matter over we called a meeting and got forty-five of the printers to come in and join us. We put our dues at $12 a year for any size shop. It was awful hard work to get that little dollar. Our revenue was so small that we could not do anything. Then we reorganized practically and raised our dues to $5 per year for each cylinder press, and we have boosted that since to $7. We are spending about $8,000 a year and the printer pays no bill that he is getting the benefit of more cheerfully than his dues in the Ben Franklin Club; they are ready to boost the game all along the line.

Now what we have to do today is to educate the men that are master printers and then we have got to go to the workmen. We have to educate the workman so that when he comes to start a shop he will be started right and will be a successful printer from the start. We are going farther than that, we are taking up the proposition with the supply men. We believe the supply men should have stated terms of sale, he should not let every Tom, Dick and Harry get into the business because he has got $12 or $15, for that is the fellow that is ruining the business. We found on going to the records of Cook County that the printing press manufacturers and the type foundries held mortgages taken within fifteen months to the tune of $237,000 in the city of Chicago alone. They are hurting the business today, as Senator Beech said to the cost congress. We do not say that they shall not sell to a man and take a mortgage, but when they do sell him they should get a certain amount of money down and be sure that he is capable of running a successful plant before they let him start. When they do that, we will not have any fault to find with them.

We have also inaugurated a collecting agency and a credit bureau in Chicago. We have got a line on these fellows that are sticking every Tom, Dick and Harry and there is only one printer stuck now, as a rule, when there is a deadbeat around. As it used to be, they would try Mr. Byron, the next gentlemen, and so on all along the line, getting all the printing they wanted and nobody ever got a dollar. We have stopped that.

We have another proposition: When a customer had a dispute with a printer and the printer sued for a bill, he could get every printer in town to go into court and say the job was no good, or it was not worth the money. I said to the printers, "If a lawyer sues you for a fee, he can get every lawyer in Chicago to go on the stand and swear that his charge is reasonable. Why not the printer?" Gentlemen, we have stopped that. We can go in and sue now and we can recover every time. That is only where a man is entitled to it; we will not back up a proposition where a man is trying to rob somebody else, because that is not what we are preaching. We are preaching honesty in the printing business, and to be honest you must first be honest with yourself. That is sell your product at a fair profit, you must pay your workmen fair wages and you must treat your customer fairly and squarely and not rob him. If you have no cost system you cannot be honest and successful. I will show you why. You take one man's job at a loss and you will rob

the other fellow to even up. That is not square. We want each man to pay a fair profit on what he gets from us; and when we work on those lines we can go out before the world and we can make them respect us, they have got to respect us. We are the backbone of the commerce of the country. If you stop today our printing presses in the country for thirty days it will paralyze business more than if every passenger train running into Minneapolis, St. Louis or this town were stopped. There is no doubt about that, you cannot do business without printing. You cannot educate, you cannot spread religion or anything else. Your product is absolutely necessary to every man, woman and child on the face of this earth. Then why not get some reward for what you are doing for mankind?

As I am to talk tonight I am not going to weary you because you might be in the same fix that Pat was when he went to church. The minister was preaching on prophets or saints or something, I don't remember which. Pat sat back on a bench and finally fell asleep. He woke up just about the time the minister said, "Now we come to Jeremiah; wher shall we place him?" Pat got up and said, "Your Riverence, Jeremiah can have my seat, I am damn tired." (Applause.)

Printers Everywhere Interested.

The Chairman: I think you will all agree with me that there is a very widespread interest over the country along the lines of work outlined by the Ben Franklin organization. I think the country printers particularly are becoming more awake to the need for some definite information as to costs than they ever have been before. There has been a great deal of jealousy among the little country shops when there really has been no need of it. You take it, for instance, in a town like my own: We have three shops. I do not suppose there is two per cent of the work in that town that goes out of town, and yet the printers all this time have been cutting each others' throats and nobody making any great money off from it except the customer.

I was amused the other day when I took this invitation, which was issued, out to one of my competitors. He comes from one of the towns near by. He read this invitation through and then said, "Well, when the printers of the town that I come from (naming the town) get to the point where they are interested in this thing I will think there is something in it." "Well," I says, "my boy, I will tell you something that you don't know. The printers of your town got together this morning and had a meeting to see what they could do about this very condition," which shows that the printers over the Northwest are becoming more and more interested in this work.

I take it, in coming together as we have it has been the intention to make this organization a permanent one. We are open for suggestions as to how it shall proceed. It has been suggested that a committee on permanent organization be appointed to outline this matter for us and that we proceed to the election of officers at this time. If you have any suggestions to offer we would be very glad to hear them."

Matters with regard to organization and election of officers were considered, and a committee appointed on permanent organization. Mr. Whiting was elected temporary chairman, with power to appoint committees.

Questions Asked.

The Chairman: It has been suggested, gentlemen, that there may be some of you present who want to ask some questions, who want to know what this movement is all about and what this organization can do for you in your own individual offices. We have Mr. Hartman here with us, Mr. Byron, Mr. Driscoll and some of the other members who can, I know, answer any and all the questions which you may want to ask. We would like to make this just a free and easy meeting, and I would ask that you at this time ask any question you want to. I have talked to Mr. Hartman and he says he will be very glad to answer any questions that you may wish to ask.

Mr. Driscoll: Mr. Chairman, I want to ask a question which I think is in the minds of some of the men here, perhaps. I know it has come up in our Ben Franklin Club, and that is the question of a cost system being applied to a small office. Now I believe that that is one of the questions that will arise in this meeting. By a small office, I mean the average office where a man has got possibly one or two cylinders, working a few men and doing his own work, and the fact that he is occasionally on a case, taking stock, occasionally looks after the press, occasionally doing something else, is called away or doing soliciting, as a number of our printers are here. The question has arisen. Can that man keep track of his time and charge it to jobs intelligently and get a real cost on that job?

Figuring Cost in Small Offices where Proprietors are Workmen.

Mr. Spencer: Mr. Chairman, I can answer that question. I am running just one of those shops, I have one cylinder and two jobbers; we employ seven to nine people, including two brothers, proprietors. The two brothers are active in the shop all the time; that is their time is broken up more or less, but they are active workers. Our office force is merely nominal; we do our office work ourselves. We follow the cost system and I think practically. Our results are practically the same as in the other offices. We have had it in operation something like fourteen months now.

Mr. Driscoll: Well, that answers one question I wanted to ask. Do either of you work in the shop?

Mr. Spencer: Yes, we do.

Mr. Driscoll: And you are able to keep your time? I mean when you go into the shop you take your own time, don't you?

Mr. Spencer: Well, we take the time ticket ourselves, we keep the time, we charge whatever time we work to the jobs; but we do not charge it in our distribution of chargeable hours inasmuch as we draw a stated salary.

Mr. Driscoll: Well, why shouldn't I charge that job.

Mr. Spencer: We do charge it to the job.

Mr. Driscoll: Well, you get the actual cost on the job.

Mr. Spencer: Yes sir.

Mr. Driscoll: That is, if your outside work required all of your time and the man that you put in your place.

Mr. Spencer: Well, if I do an hour's composition I charge an hour's composition and place it on my job cost.

Mr. Driscoll: Yes, that is what I am getting at. I asked that question because, perhaps, it was in the minds of some of these people. I know I have been asked that question a great many times. People in small offices look around and think, why here is an office with a hundred men, or fifty men, or two hundred men; they say that is all right, you are big enough for a cost system, but I have only a small office, I do part of the work, and it won't work with me.

Mr. Spencer: It will work, it is the easiest thing in the world.

Mr. Driscoll: That is the point I wanted you to demonstrate.

Mr. Spencer: I find that it only takes me about fifteen minutes longer to do my little office work each morning than it did under the old system (which was not much of any system), in figuring up my time tickets, my work on the time tickets when it is necessary, and applying the tracer sheets and to the jobs. It is so simple and easy that any man can work it. Is there anything else, Mr. Driscoll?

Mr. Driscoll: That is the only question I can think of now. I may get another one in a minute.

Mr. Chairman: I think that was a very timely question. There is another question which will arise, I know, from the standpoint of the country printer: Can he keep a cost system where his men are working back and forth from the job office to the newspaper office? I think Mr. Byron can possibly answer that question, because I have talked with him about it a good many times in regard to my office. I notice we have one or two men who have come in, good Republicans from the Democratic convention, and I know they will be glad to hear something about it.

How to Operate a Newspaper Plant and a Job Plant Under the Cost System at the Same Time.

Mr. Byron: Mr. Chairman and Gentlemen: In answer to Mr. Whiting's question how to operate a newspaper plant and mechanical plant at the same time, I will say that the general rule applied is to make the newspaper a customer of the job plant. If it was not for the newspaper the job plant would be without that business. To simplify the whole system, we make the newspaper a customer of the job plant. You have operators on the newspaper or employes who do not properly come under the head of the mechanical department. The reporters on the newspapers should not be overhead expense in the printing department; they are an expense of the newspaper. If there are two proprietors and the question of how to divide the time comes up, they must analyze the amount of time each spends in each department. One partner may be entirely on the newspaper, another may be business manager of both the newspaper and the job plant. The editor of the paper has nothing to do with the job plant. In my judgment, his time should not pertain to the job plant. If the manager's time, as in Mr. Whiting's case, is divided between the newspaper and the job printing business, he should divide his time account to the amount of time he puts in on each. The newspaper may consume half of his time, the job plant the other half. Therefore, one-half of one man's time is what we call an office expense or overhead expense on the job plant. Now that cleans the whole thing up. If you are running a newspaper and have no job plant, simply job the newspaper out to a competitor, you have to pay him so much for printing it. Treat your own business in that same way, make the newspaper a customer of the job plant and put into your cost system all the machinery in the job plant which you use on the newspaper. It leads to another thing in the newspaper end. You will find that you cannot set up ads for seven cents an inch. It will give you some light on what advertising is really worth when you pay for it. You will find as you go along that you will make a great many discoveries where you are wrong on your newspaper end. I think I have answered that question, Mr. Whiting.

The Chairman: We have with us Mr. Grondahl, from Red Wing, who operates a newspaper and job office combined and who has the cost system in operation. I think that he can probably give us some information which should be of interest to the country printer.

Mr. Grondahl: Mr. Chairman and Gentlemen: We have had the cost system in operation about a year. One of the first questions which I asked was how to keep cost when you had both newspaper and job plant. It is not so difficult if you get accustomed to it. You can keep your records for your newspaper just the same as you keep the records for any job. That is what we do, and everything is charged up against the newspaper. We have two papers, a daily and a weekly, and we keep separate account. We divide the cost of the two newspapers in every department, whether in the press room or in the mechanical department. The type and composing departments are charged up against the newspaper, either the daily or weekly; then floor space and incidental charges in connection therewith are based upon the floor space consumed by the different departments, the job and the newspaper. The reporters' and editors' salaries and things connected therewith are charged directly to the newspapers. The executive officers', that is, the manager's salary, the stenographer's, bookkeeper's, and the clerks' salaries, etc., are charged pro rata in proportion to the amount of business done in the job and newspaper departments. It is a very simple matter.

Now there is one thing probably that will confound a good many, that is, on a new cost system they think it is going to complicate their bookkeeping. Really this has nothing to do with the bookkeeping of the office. If you have a set of books that you want to keep a certain way, keep them that way. This system is simply to give people who are running a business a thorough knowledge of what the goods cost them. When they know what the cost is they can enter it on their books right. We have a daily advertising account, weekly advertising account, job department account, bindery account, etc. In the office proper where the accounts are kept, each one of those departments is naturally separate, and it would seem by introducing a cost system in these departments you would naturally complicate your office bookkeeping; that is not necessary. It does not complicate because cost records are kept absolutely separate. It does not conflict with the business records of the office in any way. If there is any question that anybody wishes to ask that I might not think of, I would be glad to answer it if I can.

The Chairman: I had a little experience day before yesterday with my own competitor, who is a gentleman about twice as old as I am and been in the business for forty years. I have had a good deal of difficulty in making him understand the importance of this cost system. I had a job coming up a couple of days ago and I went to him and told him that there was no outside competition on it; that in my judgment the best thing to do was for us to go over the job together and then whichever one of us was fortunate enough to get the job would be able to make a good fair profit on it. I could not make him see it that way,although I argued with him for quite a while. I finally told him as I left him. "There is just one thing I would like to have you do. You have been operating your business upon one of the price lists which Mr. Ramaley put out when he first went into the business, and if you won't do anything else, I wish you would buy one of Mr. Ramaley's latest books and get up a little bit closer to what present costs are." Now Mr. Ramaaley is a man who has been using these price lists for a great many years. As I understood it, he put into his own office some time ago this new system, and as the result of that he has been compelled just recently to issue a new price list. I think we would all be glad at this time to hear from Mr. Ramaley.

Mr. Ramaley, for Thirty Years a Writer and Publisher of Books on Costs, Speaks.

Mr. Ramaley: Mr. Chairman and Gentlemen: I think you are trying to switch off the discussion as to how the country printer can put in the cost system satisfactorly.

Is that what you want to discuss now or do you want something else discussed?

The Chairman: No, I just want to hear from you as to the costs.

Mr. Ramaley: Well, I have been working on the cost system for some time in various ways, but when the Denham cost system was brought up here and when I began to receive those figures from Minneapolis with reference to the Ben Franklin Club, I began to look into them very thoroughly. I thought possibly they were not quite right. But I undertook to demonstrate them thoroughly by the Denham system, and I have got that now. For nine months I have been using that system and I find that they are just about right.

What I want to say to the people that are gathered here is that you may make up your mind to this thing, whether you are running a small office, that there is going to be nearly a uniform cost, it is a very small difference. If you reach the point where you consider that there is pretty nearly a uniform cost, then you are going to reach the point where you can come near to agreeing on cost figures.

We have had our experience here in the Ben Franklin Club of St. Paul on estimating cost. We have had the same experience that they have had in Chicago, the same experience that the *Ben Franklin Monthly* speaks about, a variation running as high as 50 per cent, even by these people that are putting in the cost system, as to what the value of the work is. Now what is necessary to do is this: If a thousand men have assumed that the cost of hand composition is $1.10, why do we want to go back and somebody else say, I can do that hand composition for 80 cents, or I can do it for 90 cents? Why not say at once $1.10 and let it be a fixed price until it goes up? Until it goes up? Why not say the same thing with reference to press work? Now the only thing when you do that is you have assumed as true what the cost congress said, which is on record, that you must add 10 per cent to handle paper. That is all right. It does cost 10 per cent; it costs some men more than 10 per cent. It may cost Mr. Hartman more or it may cost him less; it may cost Mr. Driscoll more or less, I don't know; but it costs 10 cents; put that down first, that is your cost. You have a starting point on cost. If you have a time ticket and you have got that time ticket in front of you, you have had a job and you have had that job entered up, you have a figure there of everything and everybody that has been on that ticket as to what amount of time has been put on it; you foot that time up and you have it at the bottom. If it is your hand composition you know just exactly what that is. If you have got your press work, $1.35, foot that up by the hour, if you please, and you have that much. Now you are all right. The only thing that you are questioning about is if you are making estimates right, that is, if you are making estimates before you get the job. The only thing we fall down on is, how many hours is that going to take? that is all. Well now, when you come to a conclusion about it that a man at the present time will not average in any office—there is no printer or no set of printers in any office that will average more than 800 ems an hour. You use that figure. I used to be able to set more than that myself, a good deal more than that. We used to think that every man in conection with the business ought to make a thousand an hour if he was working by the piece, without any question. When we have got all these things settled down it seems to me it is an easy matter to arrive at the valuation of what we ought to charge for our work. I say that the price we are charging now, $1.10 an hour for hand composition, is as low as we ought to consider the cost, and we ought to get our profit above that. We are not getting it. We are not getting a satisfactory profit above that cost. A whole lot of people consider they can do that composition at a good deal less, so consequently we have to try to educate these people up to do that. It is the same with reference to press work.

I went over three estimates of the Ben Franklin Club in the Chicago paper. I received it this morning. There was one job there on which a man gave an estimate, that is, he figured his cost. I don't know whether he figured his cost or figured the value, but he added $15 to it, figured it at $60, which brought it up to $75. The job was sold at $48, apparently. I took the cost system on the basis of $1.10 and $1.35, and I took the average in a general way of things and I found that the $48 was not so very far out; it was a little shy, it ought to have been more. There was another job in there of 3,000 letterheads, five forms, lots of coloring on it, bronzing and some other things. There were 15,000 impressions, and that job was done for $11. Of course it was on separate forms. That press work was figured right straight through at 80 cents a thousand. There was some embossing on it, too, all through. If you had a unit for that cost there you would not make such figures as that. The job evidently was done at less than the cost value, it was done quite a little bit less than the cost of it. That is the difficulty about this thing, to educate these people to arrive at a unit to start with. You do not want to figure that the press work can be done within an hour or two hours, or that the composition can be done within a certain time and figure that way, but you want to get the thing so as to get at the average expense of doing the work. The average is not the same; some shops take a great deal more than others. You want to reach the average. Unless you establish a unit you never will arrive at anything like a uniform cost for your work. (Applause).

Differences in Estimates.

Mr. Hartman: Mr. Chairman, I would just like to make a little correction here in something that Mr. Ramaley said about the vast difference in estimates. We find that the shops that have cost systems are estimating within five per cent of each other. That is very close. I would just as soon be five per cent higher than the other fellow as to be five per cent lower, because if I cannot get a job from a man with an extra five per cent, I am no salesman. But it is the fellow that has no cost system that goes along and makes those fool bids. The cost system, if you watch, will give you the best line on estimating, that you cannot get in any other way. You watch your work straight through. You will find the majority of printers without a cost system take the pressmen's say-so, that this press will run 1,500 or 1,800 impressions an hour, and they are figuring on that line. When you get right down to the facts and figures you are getting about 900 average running time. I defy anybody to show a better record than that if he keeps it straight and thoroughly, and if he does the average class of work, that is the better class of work. On cheap, sloppy work, he may get 1,00 or 1,100.

We have some printers in Chicago, when we bring estimates before the club, who sit up there and can underbid everybody else in competition. They say they have to do it in competition because they cannot get the work if they do not do it. We had a man at the last meeting, and a job cost to produce $570, the composition was done at a loss. It was a job of my own, I bought the composition on the outside from a linotyper and I had him make it up. It was absolutely away below cost and then the job cost $570. And this man said he could do it for $512 and make money at it. I got after him this way: I said, "What is your cost per hour on your presses" It was

largely press work outside of the composition. "Well," he said, $1.56 an hour." I said "How much for ink?" "Oh," he said, "the ink is included in the press work." Well, the ink costs 30 cents a thousand on presses. I said, "How many impressions do you get an hour? He said, "I think we average 1, 100. He figured that press work for $1.26 when it cost him $1.56 and still insisted before we had him pinned down that he could make some money. But after we analyzed his figures in this way he said, "Well, I guess I am too low, but that is the way I would figure in competition because the others do it." I said, "Why not get right yourself first, get up where you ought to be and then go after somebody else that is just as big a price cutter in the business as you are?" That is what we need. We have to get one sinner to repent at a time and then go after the next one, and we will eventually wipe them out.

(*Concluded in November Issue*)

Sound, Practical Views on Church Advertising

"Churches should advertise as well as business houses, for both have goods which are needed by the people," said the Rev. I. L. Cory, of Waukesha, Wis., at his first meeting this fall of the Milwaukee Ministers' association held Sept. 20. The Rev. Mr. Cory spoke on the subject of "Church Advertising." He told of the importance of advertising to the business man and cited figures to show the enormous amounts spent for this purpose. Most of the legitimate advertising paid in increased sales, he said, with the result that the tendency was toward a higher form of telling the people what the merchants had for sale. There is an ethical trend in the advertising of the present day,' he said. "Scientific advertising is coming to the fore more and more. The true ring of the metal of advertising is being heard, for a new reign of truth is entering. The mental and ethical qualities of the advertising man are being developed, with the result that there is less of the exaggeration than formerly. "Honesty is the first essential to successful advertising. This means conforming exactly to the truth. It means the presence of dignity and poise. On the whole there is a promise of great ethical value in this manner of letting the people know what they need." The speaker said that while advertising was essential to the success of the business man, it likewise was needed by the church. "If advertising is scientific salesmanship for the business man, why should not teachings proclaiming and publishing the scientific accomplishments of the church be equally correct and effective?" he asked. "I believe that church advertising is equally important, on the ground that the things proclaimed there are needed by humanity. There should be the same faith in advertising of the church as there is in that of the merchant. It is a modern method of placing the truth in the minds of the people."

Missouri School of Journalism

Eighteen states and two foreign countries are represented in the opening week's enrollment of the School of Journalism of the University of Missouri at Columbia. The states from which students are enrolled are California, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Mississippi, Nebraska, New Jersey, New York, Oklahoma, Pennsylvania, South Dakota, Tennessee, Texas; and the foreign countries of Canada and China. The enrollment shows an increase of 25 per cent over the total enrollment of last year.

Continuous and Cumulative Value of Advertising

J. L. Parker and Ralph O. Smith were in the rug business for themselves on Thirty-fourth Street, which they gave up to go with Joseph Wild & Co., rug merchants.

They were advertisers—not big—but they were steady advertisers.

They have been with Joseph Wild & Co. for more than a year, yet letters continue to come addressed to Parker & Smith at the old address on Thirty-fourth Street, making inquiry about rugs as the result of the advertising they did—and they haven't advertised anything at all for fifteen months!

Mr. Parker told me that after a lapse of a year, he would send a boy to their old store occasionally and would say to himself—"Surely there won't be any letters now," but the boy never comes back without bringing a stack of them.

Does this not illustrate the cumulative effect of advertising?

Mr. Parker said recently that he was convinced that five dollars expended in advertising one year meant that it was worth $10 next year, $15 the next, and so on—that its value multiplied, provided in the first place it was the right kind of advertising, stated facts and was backed up by a house of repute.

Advertising men, in soliciting business, always say to a prospective customer—if they are wise—that immediate results from advertising are not overwhelming, but if it is continued intelligently and persistently, the results are bound to come.—W. C. Freeman in The Advertising Advocate, New York City.

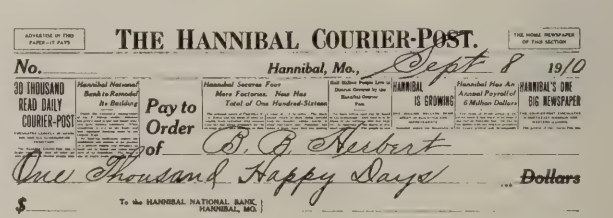
St. Paul's consolidated publicity bureau cannot draw on the city treasury for $8,000 which it alleges is due it for conducting an advertising campaign. Judge O. B. Lewis, Ramsey county district court, has issued an injunction forbidding payment of the bill by the city, on the ground that the advertising of a city's commercial advantages does not come under the head of "current and incidental expenses," and cannot be paid from the $10,000 contingent fund appropriated for that purpose in 1909 and 1910. The case will be fought out in higher courts.

LET YOUR CHECKS ADVERTISE YOUR CITY AND NEWSPAPER.

Office of the Hannibal Courier-Post.
Hannibal, Mo., September 8, 1910.

Mr. B. B. Herbert, Publisher National Printer-Journalist,
Chicago, Ill.

My Dear Mr. Herbert:—I have just had made a new individual check for the *Courier-Post* that I think is somewhat



out of the ordinary and has a striking individuality. I am enclosing one herewith as I wanted you to see it.

With kindest personal regards, I am,

Yours very truly,

The Courier-Post Publishing Co.,
W. J. Hill, Publisher.

Second International Cost Congress

ST. LOUIS, MO., OCTOBER 6, 7 AND 8.

Echoes from the first great International Cost Congress of America still reverberate with cheery cadences throughout the Continent, but the time for a second Congress is now at hand. Aided by ever-active and aggressive men, devoted to printing and publishing, and by the increasing formation of Ben Franklin Clubs, that now number half a hundred and more, by the United Typothetæ of America, by the National Printers' League and by the forty-five other organizations of employing printers in cities from Washington, D. C., to Winnipeg, Manitoba, and from Montreal to Texas, and by their efficient officers and members and earnestly seconded by Type Founders, Paper Houses, Press Manufacturers and Supply Men, the movement has spread, taken deep root, sprung up into fullness of growth and fruitage. The Ben Franklin Club of Chicago had the honor of taking the lead in the calling of the First Convention. Other active associations came speedily forward to aid in the work. The appointing of a Cost Commission was one of the happy ideas, and its carrying out brought wonderful results, fully commensurate with the expectations that had been entertained and with the very considerable expenditure that had been made. A cost-finding system was formulated and placed before the printing world, and, as stated in a little circular issued by W. J. Hartman, President, and G. E. Wray, Secretary of the Ben Franklin Club of Chicago:

From the ends of the earth came demands for the information, and thousands of printers have determined to ascertain their costs of production. Men who "knew it all," skeptics, and longheaded business printers, all admitted that a great light had been shed upon the industry. Where formerly composition had been sold for 50c, 60c, and 75c per hour, the new discovery led to a charge of $1.10, $1.25 and $1.35 per hour for productive time. Presswork hitherto sold at and below cost, was boosted similarly.

The reason why so many printers had been crowded to the wall was evident, and steps taken to maintain the integrity of the industry.

Never before in the printing industry has so much good resulted as from this spreading of light. Into the dark corners of the continent it has permeated, and printers are coming into their own. A better day is dawning; it is near at hand. It is for the printers themselves, to grasp the opportunity within their reach and uplift themselves through a knowledge of production.

There is no reason why the Second Congress should not bring equally beneficial results, and probably culminate in the formation of a permanent International Ben Franklin Association to continue the good work.

PROGRAM.

The program contains the names of many strong men and the topics promise much of value. It is as follows:

THE SECOND INTERNATIONAL COST CONGRESS.

1. Annual Report of American Printers' Cost Commission.
2. Five-minute reports on Results of Cost Study from various cities throught the country.
3. Exposition of the Standard Uniform Cost-Finding System, by F. I. Ellick, Omaha, Neb.
4. Importance of Making Every Job Show a Profit, by R. T. Deacon, Saint Louis.
5. Portland Costs, by F. W. Baltes, Portland, Ore.
6. Will Use of Cost Systems Cause Loss of Business, and the Results? by W. O. Foote, Atlanta, Ga.
7. The Printing Business as it Was, as it is Now, and as it Should Be, by Samuel F. Myerson, Saint Louis.
8. Fire Insurance, by Alfred J. Ferris, Philadelphia, Pa.
9. Distribution of Overhead Burden, by H. W. J. Myer, Milwaukee, Wis.
10. Standardization, by H. P. Porter, Boston, Mass.
11. Efficiency, by A. M. Glossbrenner, Indianapolis, Ind.
12. Salesmanship, by S. J. Harbaugh, Saint Louis.
13. Credits, by Julius C. Kirchner, Chicago, Ill.
14. Organization and Co-operation, by Walter J. Driscoll, Saint Paul, Minn.

ENTERTAINMENT FEATURES.

The following entertainment will be provided:

Thursday evening—Informal Smoker and General Get-Together Meeting.

Friday Afternoon—Automobile Ride, giving the guests an opportunity to view the fine residence and park sections of the city, for which it is noted.

Saturday Evening—Grand Banquet and Addresses by some of the best speakers in the country.

School of Industrial Journalism

KANSAS STATE AGRICULTURAL COLLEGE.

MANHATTAN, September 22, 1910.

Mr. B. B. Herbert, National Printer-Journalist, 4618 W. Ravenswood Park, Chicago, Illinois.

DEAR. MR. HERBERT:—I know you will be interested in hearing that the Kansas State Agricultural College has established a department of Industrial Journalism. This department is not to be conducted with the hope of turning out editors or city newspapers reporters, but to produce intelligent farm contributors, to teach every-day newspaper English, and to make attractive the subjects that are now treated too seriously.

Besides telling you of this new department, in which I know you are interested, I desire to invite you to visit Manhattan should you be traveling in the West this fall or winter, and to ask that you will speak to our students and tell them of the important field that is eager to receive them.

Will you kindly write me at your convenience and let me know if you are coming west this fall.

Very truly yours, CHARLES DILLON.

Naturally, we, and we believe all the readers of the NATIONAL PRINTER-JOURNALIST, as well, are interested in this commendable step, being taken by the Kansas State University to better fit young men to enter the field of newspaper making. The agricultural interests of this country are so great, and so general in every section, that, besides the splendid farm journals which are doing such excellent work, no newspaper, outside of the metropolitan cities, at least, can afford to be without a well-conducted agricultural department. The editor of this paper will embrace the first opportunity presented to accept the kind invitation extended to meet the students who are being trained to enter this useful, and important field of work.

R. J. Finnegan, a Chicago reporter secured the Democratic nomination for Congress in the Tenth district at the recent primaries. He will run against Congressman George Edmund Foss who was renominated although nearly defeated by George P. Englehardt, a Chicago trade journal editor.

The Council Bluffs, Iowa, *Nonpariel* on Sunday, Sept. 18, issued a fine special edition of 72 pages. It was filled with most readable news and special features and carried a remarkably fine line of advertising.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

"One Line Specimens of Linotype Faces" is a very neat and convenient pamphlet sent out by the Mergenthaler Linotype Company. It is a condensed specimen Book of practically all the Linotype faces made up to the time of issue, and contains more than five hundred different faces, including One-Letter, Two-Letter, Rogers Tabular, Foreign, Head Letter, and Advertising Figure Faces. The recent improvements on the Linotype machine have so broadened its scope that it now accepts matrices and casts slugs from 5-point to 36-point in size. Among the foreign faces are shown German, Greek, Hebrew, Russian, Servian, and even Arabic face.

The number of Russian faces shown indicates that the Czar's subjects, or former subjects, are rapidly progressing in the printing art and in the use of the Mergenthaler Linotype. It is believed that no type foundry in America shows so large a number of Russian type faces as are shown by the Linotype Company.

This condensed specimen book will be found a great convenience in choosing faces and in ordering matrices. There are pages that contain "Useful Matrix Information," giving facts and suggestions as to sorting up or ordering, together with prices and other valuable directions. One interesting fact is as to the rapid increase in the number of Linotype faces to meet the demand. Before this book had been out a month, thirty new faces had been finished in the factory. As in the machine, so also in the types, constant improvements and devices are being perfected for the convenience and the varying demands of production. For illustration:—Two line initial letters in 10, 11 and 12-point are supplied, the character being cast in the first slug to overhang the second slug; the same characters and faces can also be supplied in two-letter matrices, in 11 and 12 point, the top cast on the first and the bottom half on the second slug. There are also carried in stock 5½ point bold face matrices specially prepared to be used in connection with advertisements for the casting of the date or any other memoranda required by the ad or make-up man, thus enabling the determinig of how long an ad is to run, etc., without referring to the written or printed slips. They are punched hollow so that the slugs cast from them will not print.

The job faces shown are of interest as illustrating the broad field now covered by the machine and the attractiveness of the type faces. The complete line of Gothics shown on four pages, 11, 12, 38 and 39 is worthy of notice and commendation. The faces range in size from 5½ point to 42 point. This specimen book is merely a condensed edition of the complete work that is now under way, but it is none the less useful and will be found convenient for ready and quick reference when the greater work is published.

* * *

Before deciding upon the purchase of a wire stitching machine it is well to carefully consider the method and the time consumed in accurately adjusting it to the varying thicknesses of miscellaneous work. The American Type Founders Company, in its advertisement of the Boston Wire Stitcher, on another page, has these very important features in mind, and offers a proposition that should be availed of by those who may be interested. Write them.

* * *

A NEW KEYSTONE SELLING AGENCY.

The Printers' Supply Co., of Minneapolis, has been appointed Exclusive Selling Agents for the Keystone Type Foundry in Minnesota, North Dakota, South Dakota and Montana. They have newly fitted up their big salesroom at 306-308 South Sixth St., Minneapolis, and are now installing a large and complete stock of Keystone Type, Brass Rules, Leads, Slugs, Paragon Galleys, Brass and Standard Zinc Galleys Paragon Steel Chases, etc. This stock runs into many thousand dollars and is large enough to enable The Printers' Supply Co., to give the printers and publishers of their territory the same good service for which the Keystone's Selling Houses are all famous. This new convenience will be welcomed by the trade in the Northwest, who have for a long time felt the need of it.

The Printers' Supply Co., is recognized as one of the leading and most enterprising Dealers in Printing Material in the country, and this new connection with the Keystone Type Foundry broadens its field and enables it to give customers the very best service to be had in this line.

* * *

INVITATION TO PROGRESSIVES.

The F. Wesel Manufacturing Company, 10 Spruce St., New York, and 315 Dearborn St., Chicago, issue a number of catalogues of unique value. This company styles itself the printers' universal provider, because it comes nearer to being able to equip the largest complete printing plants with its own manufactures than any other concern in the world. These catalogues bring you in contact with a manufacturer of eminence and great success. The F. Wesel Manufacturing Company offers to send any or all of its catalogues upon request. If you are a printer you are not as fully posted as you should be unless you have studied Wesel's "Catalogue of Printing Materials," or his "What Every Printer Should Know about Blocks and Registering Devices," or his "Chases, the good and the bad kinds."

If you make plates you will want one of these: "Catalogue of Stereotyping Machinery and Appliances," just issued, or "Catalogue of Photo-Engraving Machinery and Appliances," or "Catalogue of Electrotyping Machinery or Appliances." Wherever he may buy, the buyers duty to himself is to learn what the manufacturer has to say. Dealers can not be expected to be impartial. It is frequently to their interest not to be.

* * *

A. F. Wanner & Co. announce that they will have an exhibition at the Second International Cost Congress of St. Louis of their various labor saving machinery and Department of Composing Room Design, Brite-Lite Furniture, Patent Blocks, Casimir Printing Press, etc.

All delegates are invited to call at what is doubtless to be a very interesting and noteworthy exhibition.

* * *

The Buffalo Printing Ink Works, of Buffalo, N. Y., announce to friends and patrons, by means of an artistically-gotten-up note circular—printed on heavy, antique-finished, deckle-edged stock, embossed with the appropriate design of an ink ball on which is shown a standing buffalo—the reorganization and incorporation of the business. The manufacturing facilities have been increased and Mr. Cliff R. Hun, well and favorably known to the printing and lithographing trades for twenty years past, has returned to the organization as Presi-

dent and Sales Manager. E. F. Rycher retains his position in the establishment, and the standards of inks and of service will be maintained.

* * *

The Diamond Combination Lever and Power Cutter, advertised in this issue, by the Challenge Machinery Company will be found just the cutter wanted in a very large range of offices. It is receiving high commendation by users for its strength, accuracy and ability to meet every requirement.

* * *

"White Satin," issued by the Champion Coated Paper Co., of Hamilton, Ohio, not only advertises the White Satin paper manufactured by that company, but furnishes splendid examples of printing and illustrations, showing the wonderful artistic possibilities of high grade paper and proper inks, designs, composition and presswork. The eagle, on the wing in the sky, shown in the August was especially attractive. The head pieces and initial letters, showing little chicks and the just abandoned eggshells, are unique and pretty. One thing that we have admired in the Champions advertising, is the use of illustrations of such objects or machines as printers would be called upon to use in commercial printing. The object is to show the results that can be secured in practical work through the use of the paper, and customers are invited to send cuts to be printed so as to demonstrate the results that can be obtained. This is practical advertising.

* * *

The time for winter rollers approaches and it pays to be supplied with the best and the most seasonable at the right time and all the time. There is a great waste in the use or attempted use of poor rollers; they cause delays and and an idle press after the forms are on and ready to run is one of the most expensive wastes in a printing office; they cause poor presswork and frequently the spoiling of stock, while they are, when the cost is rightly computed for and charged against the great amount of work that good rollers will produce, one of the least expensive of the expenditures of a printing-office, yet if they are poor in quality and not in proper condition, their use may defeat all the good and profitable ends to be obtained by the best composition, high-grade presses, the highest qualities of paper stock, and first-class pressmen. See that your printer rollers are all right. The roller makers that advertise in the National Printer-Journalist can be relied upon. Consult our ad pages.

* * *

Because of his advanced age and failing eyesight, Mr. John Hewitt some time ago disposed of his controlling interest in the Miehle Printing Press & Manufacturing Company. He has now retired from the active management of that company, but has retained his seat on the board of directors. The presidency of the company, vacated by Mr. Hewitt, has been accepted by Mr. Wm. V. Kelley of Chicago, who is well known to the business world as a prominent and successful manufacturer.

In announcing Mr. Hewitt's retirement, a favorable opportunity is presented to mention the rapid and continuous growth, under his control, of the business of the Miehle Printing Press & Manufacturing Company, it having grown from a small beginning eighteen years ago, to one of the largest industries of its kind in the world, its special line being the manufacture of flat-bed printing presses.

Mr. Hewitt has given close attention to the business from its early days and now feels that it is time for him to step down and let the younger generation continue the business. The only relaxation which he has taken from close attention to the affairs of the company has been to handle his personal investments in real estate, in which he has been very successful both in Chicago and outside. He leaves the company with best wishes for its future success and expresses his thanks to the printing trade in this and foreign countries for the liberal and continued patronage given the company during his administration; he also expresses his thanks for the efforts and loyalty of the employes, the greater number of whom have been with the company during these years and who will still continue with the business.

* * *

A year ago there emanated from the Passenger Department of the Denver & Rio Grande Railroad a folder giving the time of trains, with notes descriptive of the points of interest, the scenery, and the industrial and commercial importance of the cities located on its line, together with information regarding altitudes and populations. This folder, at once so simple and understandable, was such a marked improvement over the puzzling leaflets usually handed the traveler that it was received with instant favor and attracted much attention. Its drawback was an awkward fold, and it was minus a map. All this has now been remedied, a new descriptive folder, with a splendid Coast to Coast map and a collapsible fold that simply falls together, having made its appearance a day or two ago. The Rio Grande now enjoys the distinction of issuing the simplest and most readily understood time table of any railroad in the United States. May its example be followed by other lines.

* * *

THE KAVMOR PRESS COMPANY ISSUES NOTICE.

July 1, 1910.

To All Whom It May Concern:

That I, Lewis E. Morrison, of the City of Newark, County of Essex, State of New Jersey, hereby notify the public at large that I am the patentee and was granted by the patent office Letters Patent No. 642,915, 818,903, No. 818,974, and No. 819,699, same being duly recorded in patent office at Washington, D. C., and I hereby warn all people under the penalty of the law, not to build, barter, buy, sell, or operate any automatic printing presses or automatic sheet feeders, or any part or parts of same, covered by above patents.

And all purchasers are warned that the "American High-Speed Automatic Jobber" was built under the above patents, and all people are warned against purchasing or operating this press or any press or presses, or sheet feeders covered by the above patents, as they will be held legally for damages for operating same.

Lewis E. Morrison,
Or his Attorneys,
Ziegler & Simpkins, 27 William Street, New York City.

It is announced that J. M. Worthington a Grand Rapids, Mich, newspaper man, recently secretary of the Barrows campaign committee, has been engaged as editor and manager of the new paper which will result from the consolidation of the Boyne City, Mich., *Evening Journal* and the Boyne *Citizen*, recently purchased by L. H. Waite and Joseph Allendifer.

The Danville Ill., Record, a weekly paper devoted to the interest of union labor, has been purchased by Hugh Stevens, who has assumed management. The new editor will doubtless succeed in his new enterprise, as he has had several years' experience in his chosen line of work and stands high in union circles.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

FOR SALE—Printing plant, containing 23x28 Campbell two-revolution, 8x12 C. & P. press, 2-h. p. Foos gas engine, 25-in. Advance lever cutter, 24-in. Gem perforator, Success wire stitcher, type, cases, cabinets, etc. Everything strictly first-class. Much of the outfit is new. Will sell as a whole or separately. Write for itemized list. Reason for selling, owner's time has been sold to Lyceum Bureaus. Address, Surburban Press, Bellefontaine, Ohio.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

FOR SALE—Two Unitype Machines, 10 and 8 point; good condition; very cheap for quick sale. Address F., this Office.

YOUNG UNINCUMBERED SOLICITOR—On commission for printing occasional inside work for which salary will be paid. An active, hustling, fairly competent printer. (Free Mason preferred), and thoroughly honorable, may have excellent future. Location, a Pacific Coast city. Write Bates, care Barnhart Bros. & Spindler, Type Founders, Chicago, Illinois.

BANKRUPT SALE of Monotype, job press, paper cutter, gas engine and other printers' material. List on request. East Wisconsin Trustee Co., Manitowoc, Wis.

EXCELLENT EDITORIAL SERVICE—50c. WEEK UP. Able, original, exclusive. Any proportion political. 5450 Vernon Ave., St. Louis.

ADVERTISING AND PUBLICITY MAN WANTED—Automobile manufacturing company is in need of a writer having both advertising and news experience. State age, education, experience and salary expected. Address F., National Printer-Journalist.

FOR SALE—The plant of The Masterman Printing Company, Kansas City, Missouri. Equipment consists of one No. 00, one No. 3 and one Pony Miehle presses, three 10 x 15 C. & P. Gordon presses, one Dexter folding machine, one Dexter folding machine, one Latham stitcher, one Boston stitcher, one 38-inch Seybold cutter. Individual motors on each item mentioned above. Has a complete composing room equipment, much of the type being practially new, and also omplete office equipment; all in FIRST-CLASS condition. An exceptional bargain at $12,500.00. H. H. PETERS, W. R. MERSHON, Receivers, 412-16 E. 9th St., Kansas City, Mo.

$6,000.00 CASH AVAILABLE FOR FIRST PAYMENT ON DAILY NEWSPAPER PROPERTY

Independent or Republican evening properties preferred, and badly managed or run down properties in good fields. No objection to Central West or Pacific Coast locations.

Proposition No. 43.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

The "Boston" wire stitcher is the only wire stitcher making all adjustments by turning one hand-wheel

For Proofs of above, write
American Type Founders Company
General Selling Agent

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script, 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

Have You a Linotype?

Then
You
Need

The Rouse Lino-Slug Cutter

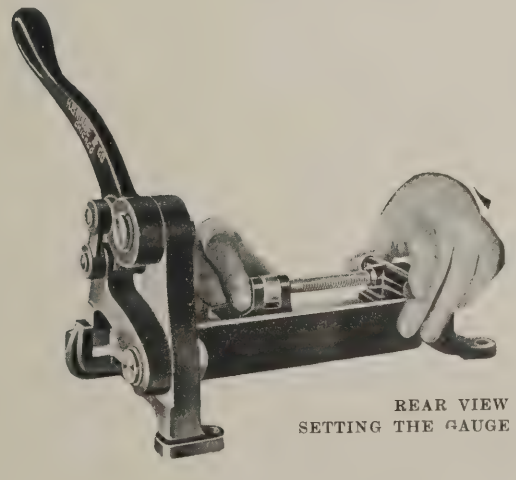
The Rouse Lino-Slug Cutter is very strong and compact and embodies many time-saving, accuracy-insuring features found in no similar machine.

The gauge sets instantly and locks automatically to any measure up to thirty-one picas, by either nonpareils or points. Simply "push the button" (release the lock), slide the gauge to the desired measure. and let go.

The gauge can not possibly slip, and is permanently accurate.

Ample power is provided for cutting the thickest slugs and, as the gauge can not slip nor the knife spring from its work, a clean, square cut is assured, and each lot of slugs must be of uniform length.

No similar machine approaches this cutter, either in the quantity or quality of the work done, and it will pay you to replace your old-style machines with these time-saving tools.



REAR VIEW
SETTING THE GAUGE

MADE ONLY BY

H. B. ROUSE & COMPANY

2214-16 Ward St. CHICAGO

Sold by dealers everywhere

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

PRACTICAL JOURNALISM

A Complete Handbook of Modern Newspaper Methods

By EDWIN L. SHUMAN

Author of "Steps into Journalism"
Literary Editor of the Chicago *Record-Herald*

Illustrated, 12 mo. Cloth $1.25 net; postage 12c additional

THIS is the most comprehensive treatise on newspaper work that has thus far appeared. It explains the organization of a newspaper staff, the best way to enter journalism, the usual steps of promotion, the salaries paid, etc. There are practical chapters on how to start and run a country newspaper, and for workers on the country press there are valuable suggestions on how to make connections with large city papers. There is a chapter for the country correspondent.

Mr. Shuman's method in regard to the large journals has been to tell what each department does, and the best methods of doing it. We get a view of the reporter at work, coupled with clear instructions on how to write a news story. The question of how to get a start is answered in regard to every department. For the experienced editor there is much valuable information in the chapters on errors, libels and copyright. There are chapters for artists, ad writers, women and special writers. The book covers the whole field of journalism with a thoroughness never before attempted.

FOR SALE BY

NATIONAL PRINTER-JOURNALIST

STATION X - - - CHICAGO, ILL.

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY

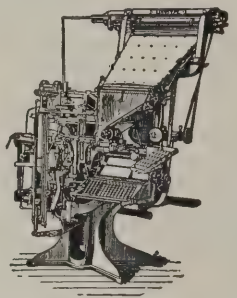
RAITHBY, LAWRENCE & CO., Ltd.

LEICESTER, and LONDON

REBUILT LINOTYPES

with new matrices, new spacebands and Universal mold.

Write for prices and terms.



We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

WE REPAIR SPACEBANDS

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing

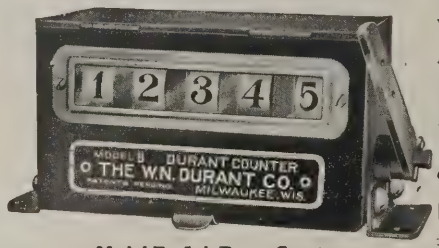
—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City.

N-M-C-R COMPANY

370-372 SMITH ST., BROOKLYN, N. Y.



Model B, Job Press Counter

DURANT MODEL B JOB PRESS COUNTERS

Set a new Standard, Equal to our Model A. cylinder press counter in accuracy and durability, but more compact, better appearing and more easily reset than any counter out. Can be set up in five minutes by any jobber. Insist on seeing it.

The W.N. DURANT COMPANY, Milwaukee, Wis.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist

STATION X, - - - - CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

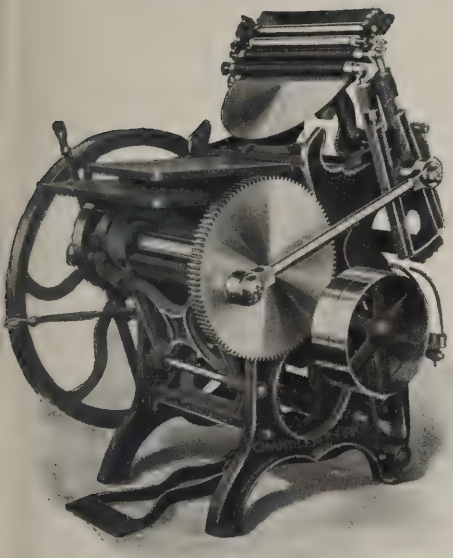
THE OLDEST AND STILL THE BEST

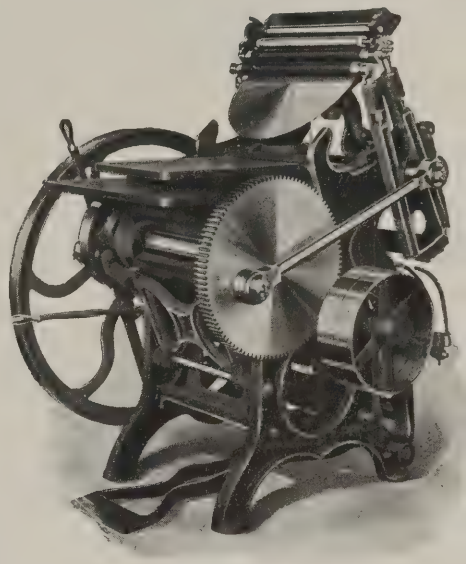
PRICE 50 CENTS. **NO SAMPLES**

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

The CHANDLER & PRICE PRESS PYRAMID

SHOWING ACTUAL SALES AND DELIVERIES OF THIS RENOWNED PRESS FROM THE DATE OF BEGINING OF BUSINESS UP TO JULY 31, 1910





FOR YEAR ENDING JULY 31

1887—311 GORDONS
1888—367 GORDONS
1889—413 GORDONS
1890—610 GORDONS
1891—652 GORDONS
1892—657 GORDONS
1893—732 GORDONS
1894—743 GORDONS
1895—1,143 GORDONS
1896—1,375 GORDONS
1897—1,086 GORDONS
1898—1,589 GORDONS
1899—1,707 GORDONS
1900—1,763 GORDONS
1901—1,634 GORDONS
1902—2,130 GORDONS
1903—2,358 GORDONS
1904—2,282 GORDONS
1905—2,393 GORDONS
1906—3,002 GORDONS
1907—3,677 GORDONS (Year of San Francisco Fire)
1908—1,829 GORDONS (Year of Panic)
1909—2,794 GORDONS

1910—3,124 GORDONS

TOTAL NUMBER CHANDLER & PRICE GORDONS SOLD AND DELIVERED IN TWENTY-FOUR YEARS 38,371

THINK OF IT! 38,371 CHANDLER & PRICE GORDON PRESSES made, sold and delivered in twenty-four years. Such is the result of manufacturing goods of real merit. The CHANDLER & PRICE Presses lead! Ask your dealer for them and accept no substitute

THE CHANDLER & PRICE CO., MAKERS, CLEVELAND, OHIO, U. S. A.

KLEENU really is a wonderful cleaner.

It cleans you quicker and better than anything heretofore known.

You would be astonished to know how many society ladies are using it daily in the bath, all over their bodies—on their hands, and even find it delightful as a hair shampoo.

It is a most wonderful preparation

A can will be delivered to any address in United States upon receipt of ten cents.

IT IS FOR SALE BY

AMERICAN TYPE FOUNDERS CO.
At their 45 stores and branches.

BARNHART TYPE FOUNDRY CO.
NEW YORK

H. C. HANSEN TYPE FOUNDRY
NEW YORK

And great many other stores.

KLEENU MANUFACTURING CO.
250 West Twenty-seventh Street
NEW YORK

What Does

BASOLIO *Mean?*

This question has been asked us so many times that we decided this month to supply the answer to it to as many persons as possible in one operation.

We have succeeded, by a process of our own, to solidify printing ink varnish, so to speak, to almost the body or consistency of a printing ink without making it excessively "tacky." We use this body instead of heavy bases when making our inks and accomplish, therefore, better working qualities.

Our inks are. therefore, made from or on OLIO BASE, hence—why we call ourselves "BASOLIO."

BASE - OLIO = OLIO BASE

If you consider how difficult it is to freely distribute a "heavy" printing ink and how "much" it takes of it when running a job you might decide it would pay you to use BASOLIO INKS.

Our quality is first.

Our prices lowest, consistent with the first.

BASOLIO INK AND COLOR CO.
250 West Twenty-seventh Street
NEW YORK

Your Greatest Opportunity in Ten Years to Easily Increase Your Circulation

The CENSUS YEAR is One Year In Ten when every one takes the greatest interest in Maps and Wall Charts. There is more interest in the Census this year than ever before. Every one wants to know how their State has grown in population and there is nothing like the 1910 CENSUS Map of the State and United States to supply this want.

THE NEW HOME LIBRARY CENSUS WALL CHART WILL BE THE GREATEST CIRCULATION BUILDER FOR THE SEASON OF 1910 AND '11.

A GEOGRAPHY AND CYCLOPEDIA COMBINED.

It is the most effective circulation feature you can use to secure paid-in-advance subscriptions.

The Cost is Small, the Results are Great

This year it is the most attractive plan you can use to secure new subscribers.

The Chart is time tested and proven. It is not an experiment. You do not need to take OUR word for it alone, but read what well known publishers say about it:

A—"You may book our order for 5,000 Wall Charts. It is now ten years since I gave you our first order for maps. During that time I have used many thousand. I have found them the most satisfactory circulation feature and I would always give the map preference over any other premium."

B—"You may enter our order for 10,000 Wall Charts. My canvassers would not think of continuing business unless they had the charts to show."

C—"You may write our contract for 10,000 Charts, same as last order. The Chart has always been our standard and we get the larger part of our business on *both* the *Daily and Weekly* through the use of it.

D—"I accept your offer for 25,000 Wall Charts and am glad to say it is one of the most staple premiums I have ever used. The traveling men can always get business with it and year after year we find the demand grows."

E—"I am enclosing our order for 15,000 Wall Charts. Rush the order through as quickly as possible as we want to get the 1910 Census Charts in the hands of our traveling men at the earliest possible moment."

(Names of above customers supplied on request)

In offering this New Home Library Wall Chart we Co-operate with you and practically plan your campaign. Electros free. Circular form letters free. Valuable suggestions given to every customer to whom we sell this new CENSUS CHART. We work with you and for you, giving you the benefit of our 15 years experience in this work.

If you can not use this in your Circulation Department you can find no better ADVERTISING medium at a minimum cost for the Chart will be kept for years.

Fill out and mail the attached coupon today. You will be under no obligation to buy. I only want an opportunity to demonstrate that my proposition is a good one. You run a risk by delay. Some one else will secure your territory while you are hesitating about it.

S. BLAKE WILLSDEN

The Pioneer Map Man

Newspaper Premium Specialties

151-153 WABASH AVE., CHICAGO

S. Blake Willsden,
151-153 Wabash Ave.,
Chicago, Ill.

Please send me sample of the New Home Library Census Wall Chart with prices, etc.

Name _____

Newspaper _____ _____

Town _____ *State* _____

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

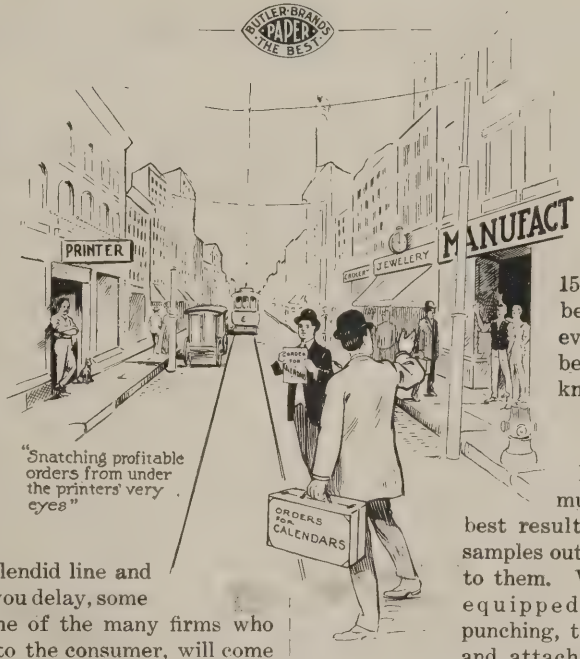
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

This Advertisement Clearly Defines Our Co-operative, Protective Attitude Toward the Printer. Read It Carefully Because It May Open New Avenues of Profit to You

We will take advantage of this opportunity to thank those of our printer friends who are responsible for the rapid growth of our Stationery Department. It has been very gratifying to us especially because it has proven, in a practical way, that printers appreciate our steadfast policy of co-operation and protection.

There is Profit in Selling Butler's Calendars

Millions of Calendars are sold annually. They enjoy the greatest popularity of any advertising medium. Great numbers of them are sold to your customers. Are you getting the business? It rightfully belongs to you and can be secured with samples of our splendid line and the proper effort on your part. If you delay, some outside canvasser, representing one of the many firms who ignore the printer and sell direct to the consumer, will come in and snatch this profitable business from under your very eyes. The result: A large amount of money will pass out of your legitimate territory when it should go into your pocket.



"Snatching profitable orders from under the printers' very eyes"

Butler's Advertising Calendars

Our line is sold through the printing and stationery trades exclusively. We want you to send for our samples for 1912, and therewith secure a profitable business from your city and vicinity. The line will be complete and ready by December 15th, and accept our hint that it will be a "winner"—better than we have ever put out—and those who have been getting our samples regularly know the terrific pace we have set.

This Calendar Subject

It is one of mutual interest. We must work together to secure the best results. We protect you by keeping samples out of the hands of those not entitled to them. We are equipped to do punching, tinning, and attaching of the pads, and in fact can do all of the work except the printing. Order your samples now and prepare to round up every order in your territory.

In the foregoing we have endeavored to outline our selling policy which merits the hearty indorsement and support of every printer and stationer. We urge that you make immediate inquiry about our Sample Proposition.

Leading items carried in Stationery Department and latest Sample Books issued:

Folders — Books 50 and 51	Announcement Stock — Books 52, 53 and 54
Cords and Pencils — Book 27	Correspondence Stock — Book 57
Wedding Stock — Book 49	Advertising and Gift Calendars
Visiting Cards — Book 47	Menus — Book 48
Mourning Stock — Book 56	

Also a complete line of such miscellaneous goods as Post Cards and Post Card Albums and Holiday Specialties, etc.

A comprehensive catalog covering above lines mailed free. Write for it and ask about our Sample Books

Address, Stationery Department

J. W. Butler Paper Company Estab. 1844 Chicago

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost

The Buckie Printers' Roller Co.

CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

396-398 SOUTH CLARK STREET, CHICAGO

Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich.

HIGH LIGHTS

From a Paper Read *by* John P. Stafford *of the* Springdale (Ark.) News *on*

The Junior Linotype in Arkansas

Two-Letter Junior—$1500
Change from Roman to Black Face Instantly

HAD read our literature, but hadn't taken much stock in what we said about the Junior.

Finally saw the "critter" at the meeting of the Arkansas Editorial Association in Fort Smith.

That got him coming our way.

But he was still a skeptic, so wrote to Junior users in Texas and Oklahoma and got favorable replies from each one.

That decided him.

His son now operates his Junior and sets 8 columns a day. A young lady in the office is also learning the machine and now sets 5 columns a day.

Let two compositors go when Junior was installed and figures it's paying its own way in the saving of wages.

Finds the Mergenthaler Company pleasant people to do business with, and concludes his paper with the following:

"The day for hand composition in the country office is passing away, just as it passed away in the offices of the city dailies, and to keep up with the march of progress every country publisher will be forced into line eventually."

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO: 521 Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 332 Camp St.

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, MEXICO CITY, } Parsons Trading Company

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

STOCKHOLM: Akt.-Bol. Gumaelius & Komp.

ST. PETERSBURG: Leopold Heller

COPENHAGEN: Lange & Raaschau

BUENOS AIRES: Hoffmann & Stocker

HAVANA: Francisco Arredondo

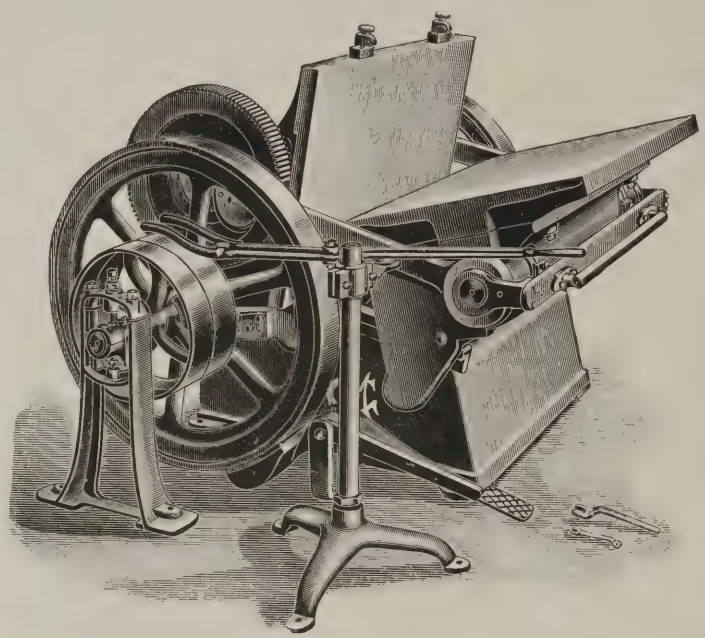
RIO JANEIRO: Emile Lambert

TOKIO: Teijiro Kurosawa

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

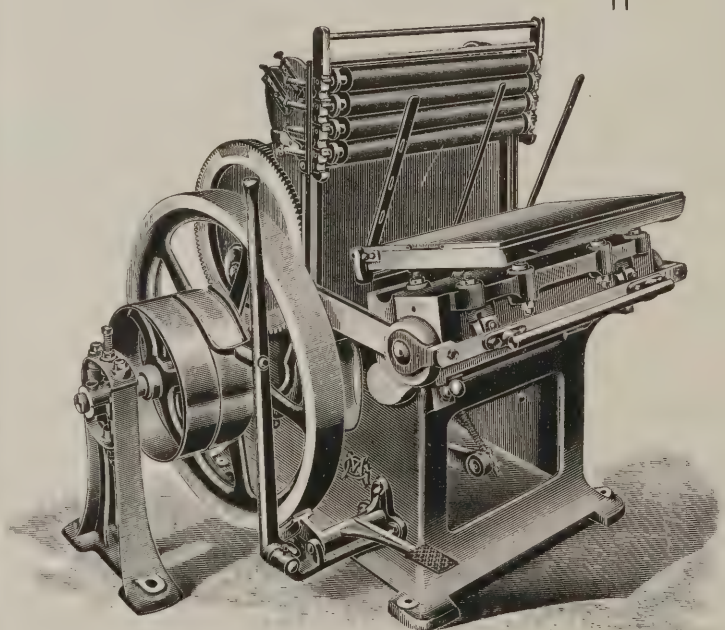
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3. one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¼ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

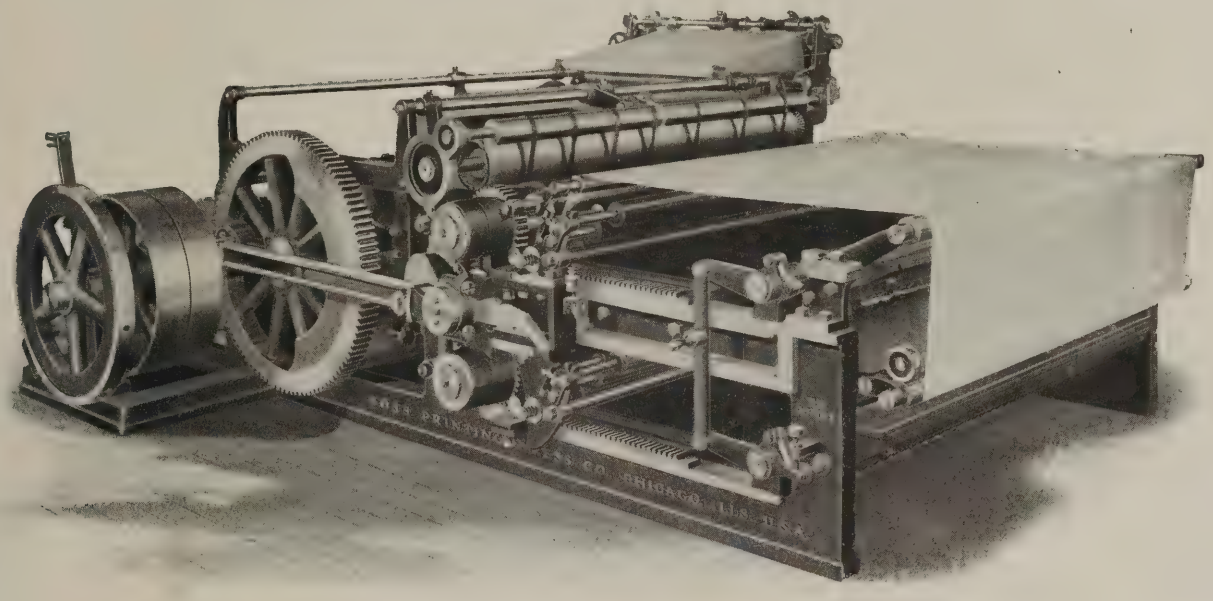
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

BARNES-CROSBY COMPANY'S
HEADQUARTERS
FRANKLIN AND
MADISON STS
CHICAGO

PART OF CHICAGO ORGANIZATION

GROUP OF ST. LOUIS STAFF

Conversation may take the order, but plays no part in its *execution.*

"Quality" illustrations and engravings result only from organization and equipment—men and money.

Barnes-Crosby Company is an organization of 400 people, engaged in producing illustrations and engravings—nothing else.

Barnes-Crosby Company in its Chicago headquarters employs 275 men and women and occupies 45,000 square feet of floor space.

In its St. Louis establishment, 75 people and 20,000 square feet of floor space.

50 representatives, artists and photographers are employed in its chain of Branch Offices.

Make this organization your art and engraving department, because **Barnes-Crosby Company co-operates with printers, but does not compete with them.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President.

Artists :: Engravers :: Catalog Plate Makers

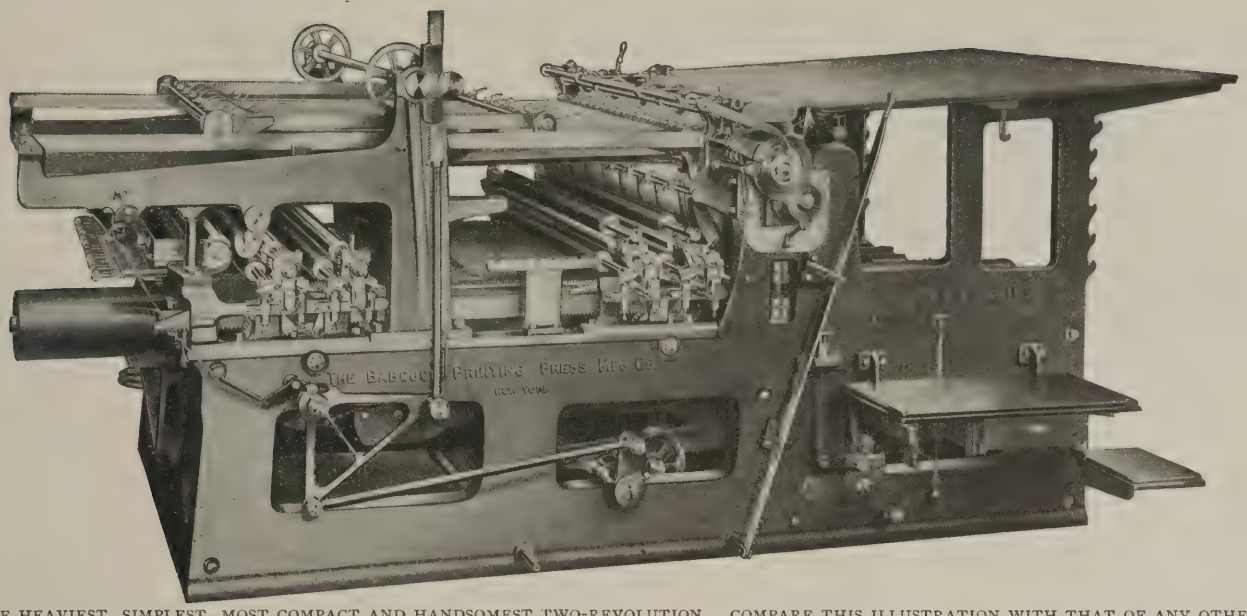
Complete Establishments:

215 Madison St., Chicago **214 Chestnut St., St. Louis**

And a chain of Branch Offices and art departments. Get in touch with the nearest one. Write for samples and information.

New York · Cincinnati · Detroit · Indianapolis · Kansas City · Memphis · San Antonio · Mexico City · Atlanta · Moline · Cleveland · Minneapolis · Milwaukee · Toledo

ST. LOUIS
Complete Establishment
214 CHESTNUT ST.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

An Optimus cylinder box is attached immovably to the side-frame. It is large, with broad and perfect bearing surfaces. There are outer and inner parts, each a complete box, just a working fit between them. The inner part, eccentric on its inside, holds the large, steel cylinder shaft. A simple cam-and-lever device oscillates the eccentric box within the other.

That is the Optimus Cylinder Lift. Nothing as simple, as strong, as sure, has ever been used. The up or down of the cylinder depends upon the slight movement of the eccentric, and as the box containing it is a fixed part of the side-frame, the latter directly bears the strain of impression without intervention of springs, toggles, rods, or other weaknesses or elasticities.

When printing the eccentric is on center, therefore no strain whatever on connections, which might be broken away without disturbing either eccentric or impression.

Trip can be operated only when cylinder is off impression; when on its use has no effect, the impression will be perfectly completed.

Cylinder boxes of other two-revolutions are loose in the side-frames, and slide up and down with the cylinder. They cannot use the natural and direct means the side-frames present for securing maximum rigidity and simplicity. Greater impressional strength is secured by firmly holding the cylinder at a given point than is possible by loosely hanging it to play in a couple of forks. A few parts concentrated give more strength and endurance than many scattered.

The compactness and solidity of its eccentric lift adds surprisingly to Optimus rigidity, and makes it stronger under impression than any press the trade has known. This is the point we forcefully emphasize; for almost regardless of other qualities the press with greatest rigidity is the best.

SET IN AUTHORS ROMAN

INKEEZE

A RESULT PRODUCING SOFTENING SOLVENT

IF YOU HAVE COUGH, COLD, SORE THROAT, PAINS IN THE HEAD....OR ANYTHING LIKE THAT....IT IS OUT OF OUR LINE —— BUT

IF YOU HAVE AN INK WHICH NEEDS... SOFTENING OR REDUCING IT IS EASY.... INKEEZE WILL

REDUCE THE BODY....REMOVE THE TACK AND GIVE THE PRESSMAN COMPLETE CONTROL OF DRYING QUALITIES, ETC., OF ANY INK. —— TRY IT....NOW!

Manufactured by

The Queen City Printing Ink Co.

H·D· INK

CINCINNATI, . 1913-1935 South Street
CHICAGO, . . . 345 Dearborn Street
BOSTON, ... 174 Pearl Street
PHILADELPHIA, . 11th and Hamilton
KANSAS CITY, . 6 and 8 West 14th Street
MINNEAPOLIS, 316 Fifth Avenue, South

LIGHT PHOTO BROWN, 1156.

The Queen City Printing Ink Co.

Makers of High-Grade

PRINTING INKS

CINCINNATI • CHICAGO • BOSTON • PHILADELPHIA
MINNEAPOLIS • KANSAS CITY, MO.

A Legal Combination of BROWNS

should meet the approval of the ADMINISTRATION AND PRINTING TRADE

QUEEN CITY INKS

THE QUEEN CITY PRINTING INK Co.

CINCINNATI
CHICAGO
BOSTON
PHILADELPHIA
KANSAS CITY
MINNEAPOLIS

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
316-318 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St. South

DES MOINES
609-611 Chestnut Street

RE-BUILT PRINTING MACHINERY

BABCOCK PONY DRUM; bed 19x24, air springs, tapeless delivery, job machine..... $ 400.00
POTTER DRUM; bed 21x27, job machine..... 450.00
WHITLOCK DRUM; bed 21x27 table distribution, job machine..... 450.00
CAMPBELL PONY, 2 Revolution; bed 22x28, front delivery, table distribution, speed 2200... 600.00
HUBER, 2 Revolution: bed 25x35, front delivery, table distribution..... 1000.00
COTTRELL, 2 Revolution; bed 26x37, rear tapeless delivery, air springs, 4 form rollers, table distribution, trip..... 1200.00
HUBER, 2 Revolution; bed 29x43, 4 form rollers, front delivery, table distribution, high grade machine..... 1400.00
HUBER, 2 Revolution; bed 37x52, 4 form rollers, front delivery, table distribution, first class condition..... 1350.00

TO PRINT 2 PAGES 6 COLUMN

COTTRELL DRUM; air springs, tapeless delivery..... 600.00
DIAMOND PRESS..... 300.00
CAMPBELL DRUM; table distribution, 4 form rollers..... 500.00
CRANSTON DRUM..... 600.00
CAMPBELL, 2 Revolution; rear fly delivery..... 800.00

TO PRINT 2 PAGES 7 COLUMN

IMPROVED PROUTY; hand or power,..... 350.00
STANDARD PROUTY; hand or power..... 300.00
TAYLOR DRUM; air springs, tapeless delivery, table distribution..... 650.00
HOE DRUM; square frame, 4 tracks, air springs, tapeless..... 700.00
STANDARD BABCOCK DRUM; air springs, tapeless..... 650.00

TO PRINT 4 PAGES 6 COLUMN

TAYLOR DRUM; air springs, table distribution..... 500.00
BABCOCK DRUM, air springs, tapeless..... 700.00
COTTRELL DRUM; air springs, tapeless..... 700.00
CRANSTON DRUM; air springs. tapeless..... 675.00
CINCINATTI DRUM; table distribution..... 500.00
POTTER DRUM; table distribution..... 550.00
CAMPBELL DRUM; table distribution..... 500.00
COUNTRY CAMPBELL; table distribution..... 400.00
CAMPBELL, 2 Revolution; table distribution, rear tapeless delivery..... 900.00
COTTRELL & SONS, 2 Revolution; 4 form rollers, table distribution, trip, air springs, rear tapeless delivery, late style..... 950.00

TO PRINT 4 PAGES 7 COLUMN

COTTRELL & SONS, 2 Revolution; air springs, rear tapeless delivery, table, rack and screw distribution, 4 form rollers, trip, fine machine..... 1200.00
POTTER, 2 Revolution; air springs, rear tapeless delivery, table distribution..... 900.00
WHITLOCK, 2 Revolution; air springs, rear tapeless delivery, 4 form rollers, throw-off..... 1200.00
HUBER, 2 Revolution; 4 form rollers, front fly delivery, table distribution, trip..... 1200.00
CAMPBELL, 2 Revolution; table distribution, front fly delivery..... 900.00

These machines in stock, all sold with guarantee. "Johnsonized" the standard in rebuilt printing machinery. A very complete stock of rebuilt job presses, paper cutters, stitchers, etc. Get the complete list.

ON HAND NOW A 42 INCH CLOTH, 48 INCHES BETWEEN RAILS HICKOK RULING MACHINE, DOUBLE AUTOMATIC STRIKER, COMPLETE AND IN FIRST CLASS CONDITION.

C. I. JOHNSON MFG. COMPANY

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Not upon what you have done
Nor upon what you want to do
But on what you can do
And what you will do.
With Ullman's Inks

You can do better work
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Ask us how.

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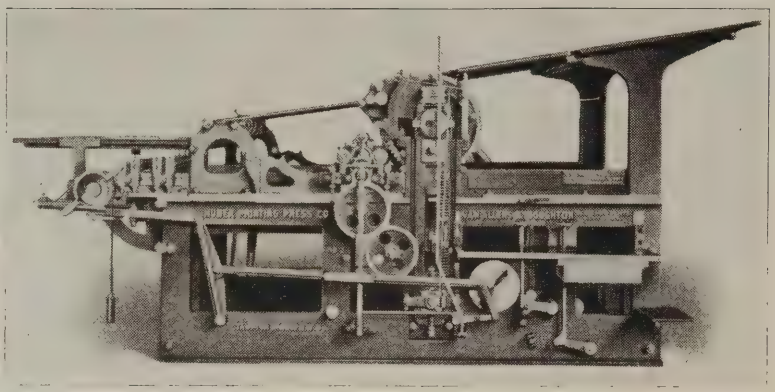
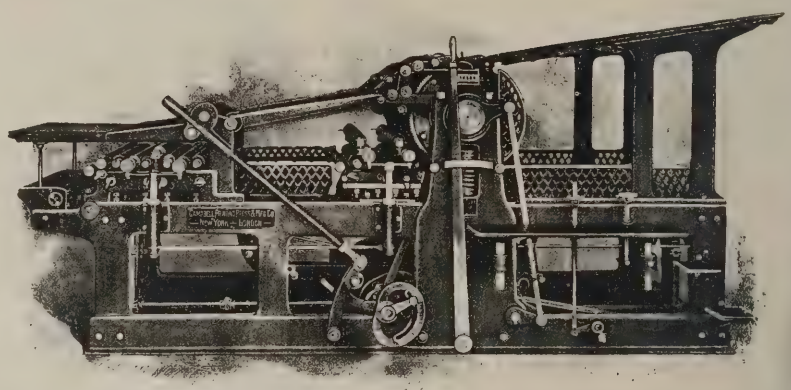


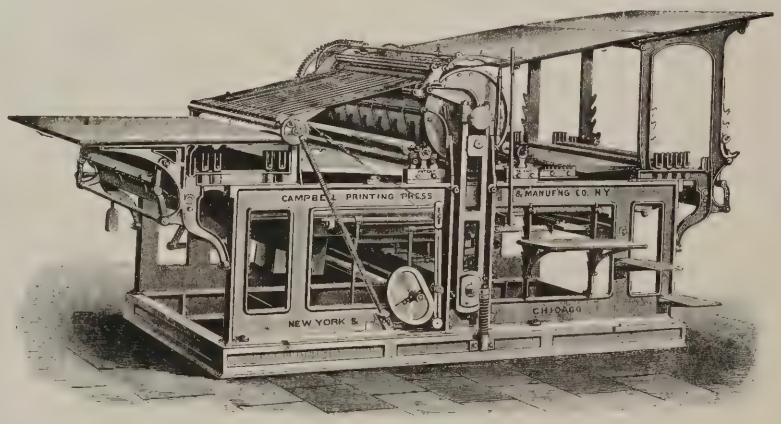
HUBER TWO-REVOLUTION CYLINDER

39x52 Huber—Two-revolution, four form rollers, table distribution, front fly delivery, crank movement, impression trip...$1,800.

BABCOCK OPTIMUS

32x47 Babcock Optimus—Two-revolution, front carrier delivery, four rollers, air springs, table dis., impression trip.....$1,700.





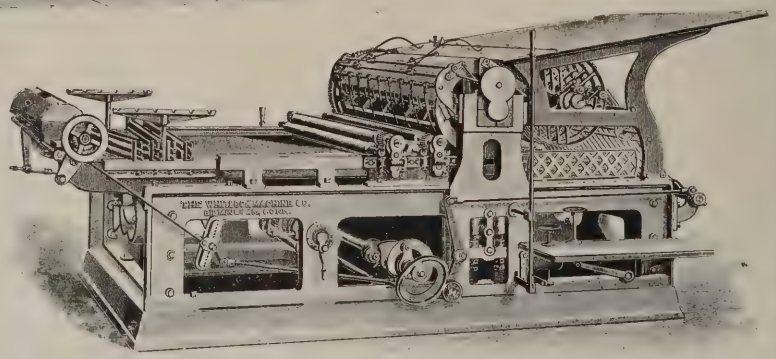
CAMPBELL TWO-REVOLUTION CYLINDER

37x50 Campbell—Two-rev. job and book press, 4 form rollers, table dis. front fly del., wire springs, two tracks, steam fixtures, with counter.....$700-

38x50 Campbell—Two-rev. job and book press, 4 form rollers, table dis. front fly del., wire springs, two tracks, steam fixtures, with counter..... $800.

WHITLOCK TWO-REVOLUTION

32x47 Whitlock — Two-revolution, four rollers, rear delivery, air springs, table dis.....$1,200.



Send for lists

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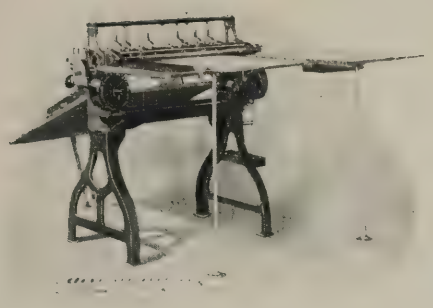

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Have Recently Added Various Attachments

Being able to do perforating-crimping-scoring slitting and trimming, stub and strike work in one operation with one machine occupying only 5x7 feet and under - - - — *Means a Saving in Floor Space*

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And its many other original features places it in a class by itself.
Four sizes—20-24-28-30-inch, taking stock the full width of the machine.

NATIONAL PERFORATING MACHINE CO.

Ask Your Nearest Dealer **22nd & CAMPBELL STS., KANSAS CITY, MO**

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnepeg.

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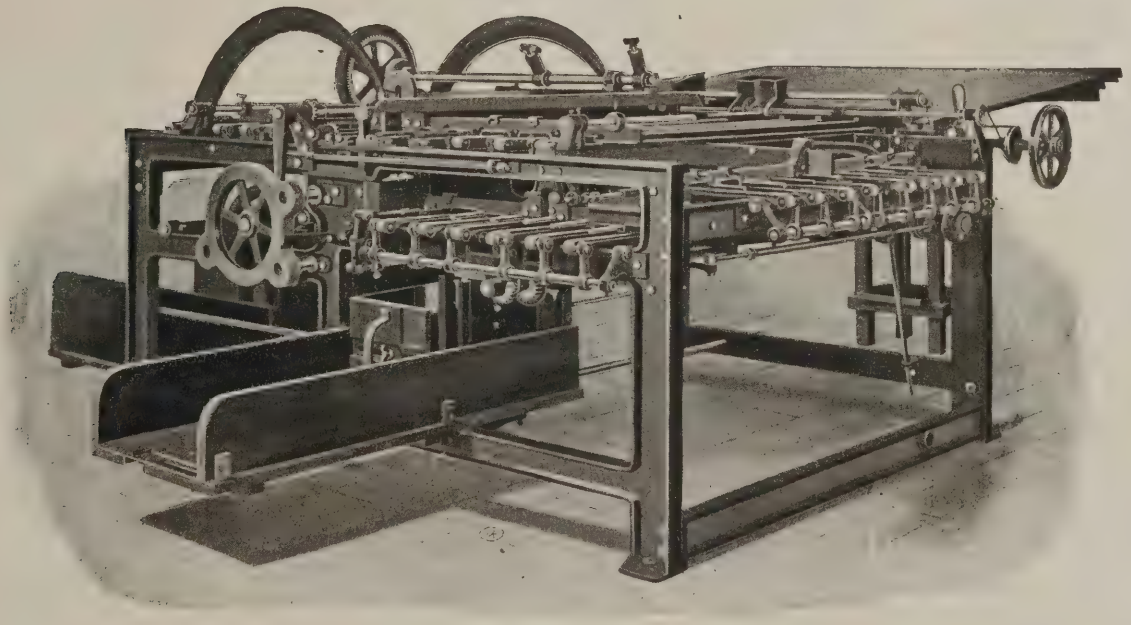
New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

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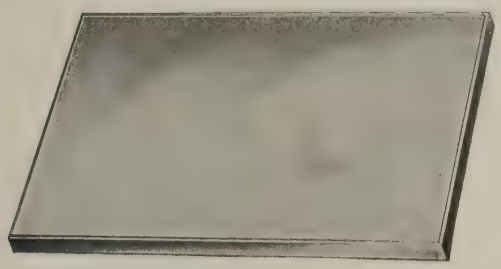
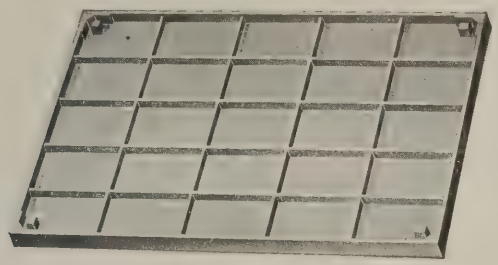
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

HAMILTON'S MODERNIZED COMPOSING-ROOM EQUIPMENT



FACE SIDE OF A HAMILTON IRON-STEEL IMPOSING SURFACE



THE UNDER SIDE OF A HAMILTON IRON-STEEL IMPOSING SURFACE, SHOWING THE HEAVY RIBBING AND CORNER POSTS.

The economical value of the HAMILTON LINE OF MODERNIZED COMPOSING-ROOM FURNITURE has a world-wide recognition. There is hardly a representative printing Concern in any country that is not equipped, in part at least, with Hamilton Furniture.

Our trade-mark, "Wood-Goods—Good Woods," is familiar to the eye of every printer. The reputation acquired in a quarter-century's experience of constant application and study of the requirements we will always endeavor to maintain.

In adding to our line an article of metal, our aim will be to excel. Metal-working is not new to our concern. We have, from the organization of our company, built in our own shops the intricate machinery which has enabled us to produce so substantial and accurate a line of printers' wooden furniture and equipment.

The Hamilton Iron-Steel Imposing Surfaces are the best that the foundry and the machine shop can produce. A good iron surface is an economical item in printing-office equipment difficult to overestimate. A poor iron surface is an abomination forever. Good or bad, an iron surface does not wear out, and, once installed, it remains a fixture.

Hamilton surfaces are cast with the proportion of iron and steel to produce the *best* surface.

Smooth and tough and well-machined, they will last forever—no cracking, being heavily ribbed on the under side—no chipping—no wearing away.

Hamilton iron-steel surfaces can be purchased through any prominent supply house. Ask for them, and insist upon getting the genuine article. The satisfaction of every customer ordering a Hamilton iron-steel surface is guaranteed.

Send for Complete Descriptive Circular

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name .....

Street and No. .....

City .....State .....

Have you a copy of "Composing-room Economy"?

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
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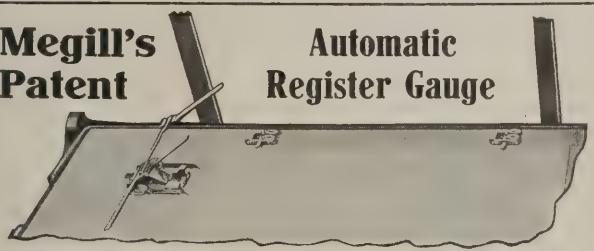
ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Megill's Patent Automatic Register Gauge



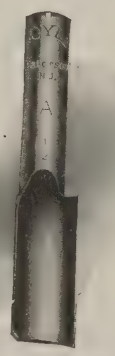
The sheet as shown, is fed short of the gauge and yet it will register. When th press closes, the "Automatic" extends forward and gently pushes the sheet to exac position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

Your dealer or,

E. L. Megill, Pat. & Mfr., 60 Duane St., New York

CUT LONGER



with less sharpening.

Royle Router Cutters Cut

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Engravers' Machinery

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

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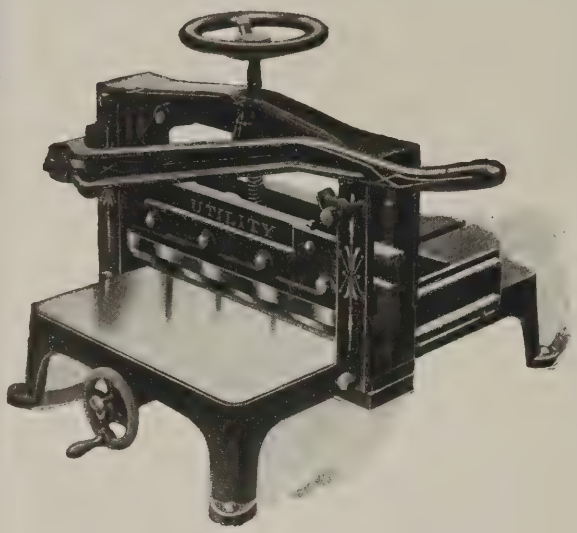
UTILITY PAPER CUTTER

SOLD BY ALL DEALERS



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Pavyer Printing Machine Works

Builders and Repairers of Machinery for Printers

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$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

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Is a Convenience and an Economy in Every Printing Office.

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is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

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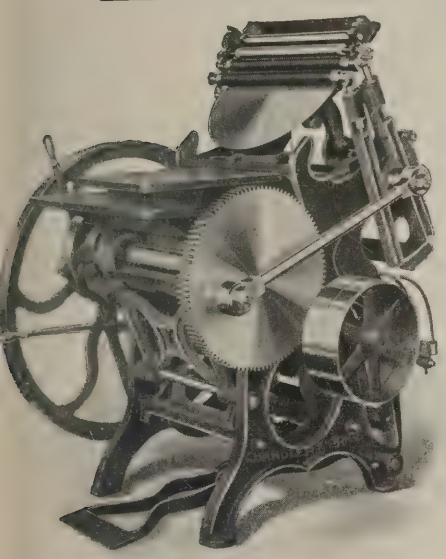
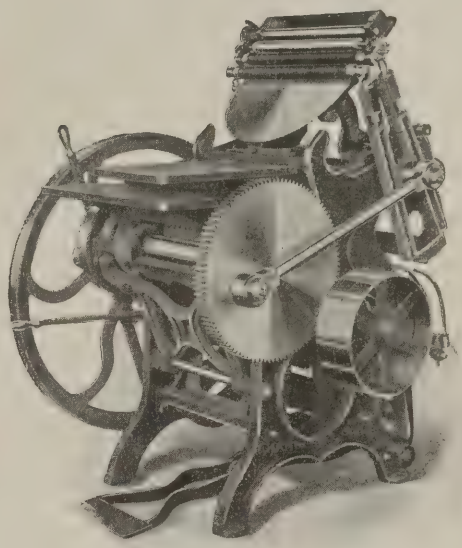
167 ADAMS STREET, CHICAGO.

The CHANDLER & PRICE PRESS PYRAMID

SHOWING ACTUAL SALES AND DELIVERIES OF THIS RENOWNED PRESS FROM THE DATE OF BEGINNING OF BUSINESS UP TO JULY 31, 1910





FOR YEAR ENDING JULY 31

1887—311 GORDONS
1888—367 GORDONS
1889—413 GORDONS
1890—610 GORDONS
1891—652 GORDONS
1892—657 GORDONS
1893—732 GORDONS
1894—743 GORDONS
1895—1,143 GORDONS
1896—1,375 GORDONS
1897—1,086 GORDONS
1898—1,589 GORDONS
1899—1,707 GORDONS
1900—1,763 GORDONS
1901—1,634 GORDONS
1902—2,130 GORDONS
1903—2,358 GORDONS
1904—2,282 GORDONS
1905—2,393 GORDONS
1906—3,002 GORDONS
1907—3,677 GORDONS (Year of San Francisco Fire)
1908—1,829 GORDONS (Year of Panic)
1909—2,794 GORDONS

1910—3,124 GORDONS

TOTAL NUMBER CHANDLER & PRICE GORDONS SOLD AND DELIVERED IN TWENTY-FOUR YEARS 38,371

THINK OF IT! 38,371 CHANDLER & PRICE GORDON PRESSES made, sold and delivered in twenty-four years. Such is the result of manufacturing goods of real merit. The CHANDLER & PRICE Presses lead! Ask your dealer for them and accept no substitute

THE CHANDLER & PRICE CO., MAKERS, CLEVELAND, OHIO, U. S. A.

LOW PRICE OR QUALITY?

Which influences your decision?
Do not decide on price alone.
Secure Quality at a fair price.

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The Quality Ink Makers

H. D. ROOSEN COMPANY

261-263 WATER ST., BROOKLYN, N. Y.

CHICAGO, ILL. **TORONTO, ONT.**
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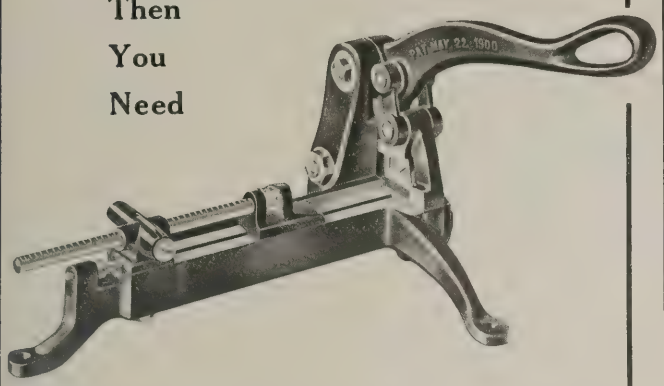
Have You a Linotype?

Then You Need



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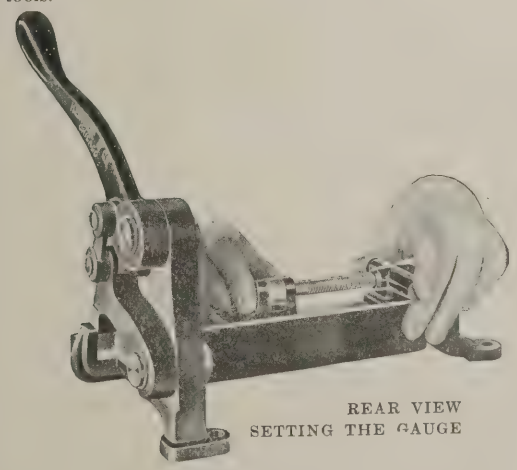
The Rouse Lino-Slug Cutter is ryev strong and compact and embodies many time-saving, accuracy-insuring features found in no similar machine.

The gauge sets instantly and locks automatically to any measure up to thirty-one picas, by either nonpareils or points. Simply "push the button" (release the lock), slide the gauge to the desired measure, and let go.

The gauge can not possibly slip, and is permanently accurate.

Ample power is provided for cutting the thickest slugs and, as the gauge can not slip nor the knife spring from its work, a clean, square cut is assured, and each lot of slugs must be of uniform length.

No similar machine approaches this cutter, either in the quantity or quality of the work done and it will pay you to replace your old-style machines with these time-saving tools.



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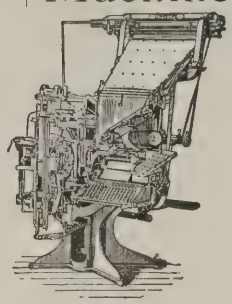
Rebuilt Model 1, 2-Letter Linotype Machines, with New Matrices, New Spacebands and Universal Mold.



Price $2,000

Write for terms.

We use nothing but **Genuine Linotype Parts** made in the United States, in our work. **We Repair Spacebands.** We guarantee all our work.

Price for repairing bands, each....25c

Gutenberg Machine Company

Will S. Menamin, *Pres. and Genl. Mgr.*

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has already proven itself the great circulation success of the year. Send for copies of letters ordering 10,000, 15,000, etc.

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The A.&W. SCIENTIFIC BLACK.
Sample impression.

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Something Interesting To You In Our Next Month's Insert

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volumn Twenty-eight | Chicago, November, 1910 | Number Eleven

Reduction of Price of Great Metropolitan Dailies

An Anniversary Issue and Many Enlightening Views as to the Functions, Services and Means to success of American Newspapers

CHICAGO is noted for having two of the best, up-to-date, metropolitan daily newspapers in America, if not in the world — the *Chicago Daily Tribune* and the *Chicago Record-Herald.* Beginning with October 3rd, each of these great papers reduced the price from two cents to one cent a copy, with no lessening of the high character of the publications. This reduction of price, with a view of securing larger circulations and rendering broader service, has created wide interest and has brought forth many hearty words of highest commendation from leading newspaper publishers and the people generally. These testimonials are interesting as indicating the standards by which newspapers have come to be judged—they are—usefulness; broad, valuable, practical service to readers; honesty, and a helpful up lifting influence in all public, political, governmental and business affairs. The *Daily Tribune,* which has for more than a half a century, held the position of a leader among the great metropolitan papers, sent the following telegram, as to the proposed change, to the leading editors of America:

The Chicago *Tribune,* with the largest circulation in its history and the greatest amount of advertising ever carried by it, today leaves 2 cent journalism and on Monday seeks broader fields to conquer as a 1 cent daily. Would you mind telegraphing to the *Tribune* today your opinion of what this means to the *Tribune* and to the people of the territory in which it has circulated for over sixty years?

The replies to the telegram were printed in the *Tribune* of October 2nd, and here are extracts from a number of these. They are full of valuable suggestions and instruction:

The *Tribune* will find nothing too good for readers of 1 cent newspapers, while the increase in influence and opportunity for good which the change will bring will be a blessing both to The *Tribune* and to the people whom it has served so long and so well.—GEORGE L. MATHEWS, Buffalo *Express.*

In this day of essential dependence upon newspapers it is a matter of enormous importance when a paper of ample resources, intelligent enterprise, unfaltering courage, and clean character determines to further its honorable ambition by broadening its already vast field of usefulness through a considerable reduction in its price.—W. R. NELSON, Editor Kansas City *Star.*

I believe the move you are now making will meet the wonderful growth of intelligence and thoughtfulness among the people and satisfy the need of an independent daily journal in which they may depend throughout.—S. S. MC CLURE.

As the *Tribune* fights ably for public measures in the interest of the people, this enormous enlargement of its field of influence will be recognized as a distinct gain for themselves by the many thousands of intelligent, patriotic citizens who are already its regular readers.—W. H. COWLES, *Spokesman-Review,* Spokane, Wash.

In my judgment The *Tribune* is already the foremost of American daily newspapers. In its news service as a chronicler of the world's happenings it is not surpassed by any journal on either continent. The *Tribune's* editorial policy makes it stand out prememinently as the fearless champion of the people's rights. The change to 1 cent is a great move and I predict that it will meet with instant favor.—ARTHUR CAPPER, Editor Daily *Capital,* Topeka, Kansas.

The most satisfactory morning newspaper in the world given to the people for 1 cent is equivalent to one of the

world's great philanthropies.—RALPH H. BOOTH, Detroit *Daily News.*

There were four columns of testimonials expressing like sentiments, from newspaper editors and publishers, followed by an equal number from the people of all stations in life. These all showed the same views of the high, worthy, useful mission of the newspaper press and hence are of great value, as they should be an inspiration to all newspaper-makers!

We have had occasion, at different times, to remark on the broad fields of service covered by these papers. There is scarcely, if any, field of human investigation, philosophy or endeavor that is not usefully and intelligently covered. The *Tribune's "Workers' Magazine"* is ever filled with facts and experiences that point the way to worthy attainment and success in the different useful trades and callings of life. With a faithful study of either of these great papers, one need not go far wrong in any of the affairs of life, either secular, political, ethical or religious.

* * *

A copy of the Detroit *Times* reached this office October 11th in a large envelope, across the top of which was printed in red ink, "Taken ten years to get this to you; will you give it ten minutes." It was certainly an ingenious device to secure attention, and this article proves that it was successful, though, in our case, the paper would have been sufficient. It was "1900—1910, The Tenth Anniversary Numebr" of October 8th. The Detroit *Times* was established October 1st, 1900, and this issue is No. 7 of Volume 11. This is certainly a fortunate year for a Detroit paper to have an anniversary. The wonderful growth of that city, shown by the recent census, is something that is attracting general attention and making people all over the Nation "sit up and take notice." The *Times* prints at the top of its first page, a most impressive "Statistical Story of Detroit's Progress in One Decade," giving the growth in area, population, number of families, position among cities, assessed valuation (real and personal), public schools, public school enrollment, number of teachers, building construction, capital employed in manufacture, value of manufactured product, number employed in factories, wages paid, new corporations, postoffice receipts, exports, bank clearings.

The increase of population, from 285,764 to 465,766, seems almost incredible and the increase of wealth, of manufactures and all else, has kept pace with that of the population.

The *Times* reprints from its first issue—then published under the name *"Today"*—the pledges made ten years ago, that contain some excellent newspaper doctrines as witness the following:

To-Day is made up of nothing but news and an opinion or two; professes to be nothing but a concise chronical of the day—an up-to-the-hour penny history, for toilful people. In size, style and price, it will carry out the publishers thought that these hurrying times call for a compact, carefully-edited and time-saving newspaper.

Space will be saved by the omission of unfounded reports, fictitious and unfathered interviews, fine writing, immaterial matters, freak type and fearful cuts. "We do the editing and the pruning for you," will be one of *To-Day's* watchwords.

To-day proposes to give as it proposes to get—value received. It will ask no one to build it up, but has been and will be the architect of its own strength and stability and will expect the public to give it consideration only on the score of demonstrated merit. It will have no favorites and will accept no gratuities or concessions from others that are not shared by business institutions generally. It has no opinions or preferences to be bestowed in exchange for perquisites or the usual courtesies extended to newspapers. It has no thought of questioning the motives of those who are gracious and generous with the press, but simply desires to remain on an equal footing with all its constituents, leaving itself free to carry out its policy of printing the truth, no matter whom it helps or hurts.

To-Day prefers the office of annalist rather than the role of alms-asker.

The paper is content to be a cheerful and independent chronicler of the passing day. The thoughts of men are widening with the processes of the sun and their hands and brains are busier than ever before, and it is a mission of sufficient seriousness and dignity to render the daily report in readable form for those who are bearing their part in the making of modern civilization. * * *While not an organ or an advocate or a propagandist, *To-Day* will have a strong and genuine consideration for the average man, who is too often the forgotten man in our social and industrial arrangements. It believes that certain tendencies threaten the elimination of the individual from the commercial and industrial out look and should at all times be combatted with reason and vigor.

As the paper is the product of practical newspaper-workers from top to bottom, its sympathy with the bread-winning masses is natural and inevitable. Its highest aspiration is to deserve and secure the distinction of being the people's paper.

In its title—*To-Day*—the paper will carry a standing exhortation to Detroit and to every city, institution and individual not to leave undone the things that should be done. Against the strange device of Spanish sluggishness—"Manana, tomorrow"—we fly the legend *To-Day* as a stimulus to instant and well-directed action on the part of all to whom this sign may come.

The twelve anniversary pages of this anniversary number are made up, principally, of brief expressions of the readers of the paper as to its course, character, attainments and worthiness, and of large portraits of firty-four of Detroit's leading citizens, manufacturers, business and professional men, nine on a page, under the caption, running across the page, "Builders of Half-Million Detroit—They Celebrate Detroit's Ten Years' Progress with the *Times.*" The strong, manly faces, shown, give good and convincing evidence of the sources of Detroit's greatness. The city has advantages of location and natural attractiveness, beauty and healthfulness, but it takes men to build a city and Detroit has the men of the right stamp. The criticisms of the *Times,* given by hundreds of its readers, are not only flattering in the highest and most worthy sense, but they are very satis-

fying and instructive as showing the intelligent and lofty criterions by which a newspaper is judged and on which the opinions expressed are founded. It is very helpful and immensely educative to newspaper-makers, to know the rules by which the people measure the press.

"FRESHNESS, BREEZINESS, WHOLESOMENESS, CLEAN-CUT, . . RING-TRUE, INDEPENDENCE."

Here is an opinion as to editorials, from a man of strong intellect, broad view and of humanitarian impulses, the President of the Detroit Y. M. C. A., that ought to prove full of suggestions of practical value and of inspiration to every editor:

I never pick up the *Times* that I do not at once turn to the editorial page. There is a freshness and breeziness about the editorials that I enjoy; they are wholesome, clean-cut, and ring true. There is an independence about them that seems almost Rooseveltian, and while I have not always agreed with the ideas of the editor, yet there has been a spirit of right living and a desire for betterment of individual life, of community life and of civic life, and a desire to bring about better and more harmonious relations between classes and individuals . There seems to be no guiding hand of interests that are prejudicial to the people, but a freedom to stand up for Lincoln's idea "of the people, by the people, and for the people."

"HIGH CHARACTER OF ADVERTISING, SPLENDID APPEARANCE AND HIGHER STANDARDS."

I base my judgment that The *Times* has been successful, upon the splendid appearance of your paper; the fact that your advertising pages carry the names of the leading, progressive business men of the city—stalwart advertisers—the firms who, when advertising is being considered, are always from Missouri—the show-me people. * * * I believe the day is ripe for a higher standard in journalism, or our public schools and universities are in vain. I believe the *Times* has a great opportunity. It has won its way in Detroit to an established position among the business institutions. Now, catch the inspiration of the coming America; cut loose from any of the old traditions, and give us a newspaper in harmony with the progressive moral spirit of the people.—C. A. BROWNELL, Manager of Detroit Branch of the J. Walter Thompson Co.

STANDING SQUARELY FOR THE RIGHT.

It gives me pleasure to congratulate The *Times* on its wonderful record during the past ten years. I believe your policy of standing squarely for what you think to be right and endeavoring, as you have, to be accurate, is the keynote of your success.—C. C. PECK, Cashier German-American Savings Bank.

Go ahead with the square deal. Continue honesty and truth. Especially advocate that in our government, ward, city, county, state and nation.

Support always the man you recognize as being worthy of that particular place, no matter what party or religion. —WILLIAM CONEN, Proprietor Belle Isle Casino.

NEWS IN THINGS MORAL, EDUCATIONAL AND RELIGIOUS.

There are some things about The *Times* worthy of the highest commendation. Among these are its pages free from demoralizing and debauching advertisements, its recognition of things moral, educational and religious as news, its clear-cut positiveness on everything of public interest, and its fearless and persistent advocacy of the things that make for a better Detroit and a nobler citizenship.—T. W. YOUNG, D.D., Pastor North Baptist Church.

INFLUENCE ONLY FOR GOOD.

I am glad of the opportunity to express my sincere appreciation of your effort to publish a clean paper, honest in attitude, and sympathetic with all forward movements. In a growing city like Detroit, the press may become a tremendous influence for good or ill. The influence exerted by your paper, as far as I can judge, has been only for good. May you continue to prosper through many years.—LEO M. M. FRANKLIN, Rabbi Temple, Beth El.

We might continue these quotations to the great benefit of our readers. One judge says: "I enjoy the concise way in which the *Times* presents the news of the day." And the President of the Wolverine Manufacturing Company closes a letter in which he deals with the importance of "independence and cleanliness" as well as of the "disposition" to commend good citizenship not only in the abstract, but in the concrete as well, "to give credit to the official who does his duty to the community, as well as to criticise the indidividual who does not live up to the standard of good citizenship," as follows:

If we are to have fearless men in public life, they must be backed by a fearless and independent press.

Such, I believe, is The *Times*. The editorials alone are worth more than the price of subsciption.

VIEWS OF SUCCESSFUL NEWSPAPER MEN.

Besides the opinions of the laity, the newspaper readers, there are a large number of expressions of views as to what constitutes good newspaper-making, that has brought success to the *Times*, from prominent publishers of Michigan and other States.

FIDELITY TO DUTY AND LOYALTY TO THE PUBLIC.

You have made a great paper of The Detroit *Times*, and have made it great by your fidelity to duty and your loyalty to the public. You have conducted it upon the highest lines of newspapering.

I congratulate you. Detroit is a wonder. You have a great field in your city.—LAFAYETTE YOUNG, Publisher of the Des Moines *Capital*.

STRAIGHT FROM THE SHOULDER MANNER.

I hve always liked the *Times*. It has a straight-from the shoulder manner that is attractive, and its tone is of the very best in journalism. While independent, it favors the things that look to be right, and is not at all backward in condemming that which looks to be wrong.

In all the years I have read the *Times*, with its daily record of events, never have I found articles in its columns that could not be read in the home circles. It is a progressive, clean and reliable proclaimer of the news and of public policies, meriting the success it is meeting with.—GEO. H. POND, Editor of the St. Clair *Republican*.

The *Times* never failed to show grit, energy, enthusiasm, good nature and high principle. How could it achieve anything short of success?—W. K. MCKAY, Louisville, Ky. *Herald*.

ONE OF DETROIT'S ASSETS.

The extreme care exercised in the personal supervision of the character of the *Times'* advertising is enough in itself on which to base congratulations. A newspaper must be the

spirit of its publisher. It is a very human thing. For that reason, it strikes me that Detroit is very fortunate in having the *Times*.—H. B. Clark, Chairman Board of Directors of United Press Association, New York.

IS BLAZING THE WAY.

Congratulations to the Detroit *Times* and its progressive publishers. The *Times* is one of the publications that is blazing the way for a universal revolution in standards of newspaperdom.—Alexande Dodds, Managing Editor the *Christian Science Monitor,* Boston.

ALTRUISTIC, CLEAN, ETHICAL.

We appreciate the resistance that you had to overcome in establishing a metropolitan newspaper in Detroit. We heartily indorse the altruistic attitude that your paper has taken. Publications conducted honestly, fearlessly and in harmony with the growing ethics of modern business methods, cannot help but succeed. We know what it means to keep advertising columns clean, ethical and still succeed. The *Times* has done this.—J. F. Hartz, Publisher of the Detroit *Medical Journal.*

ALWAYS LEND HELPING HAND.

No matter how fast the pace may be, The *Times* will always have time to stop to do some old-time friend a kindness by the way and to smooth the hard places in the paths of others so that they may have less difficulty in making a bit of progress.—H. A. Hopkins, Secretary Michigan Press Association, St. Clair, Mich.

EXAMPLE FOR STATE PRESS.

The *Times,* in following its own standard for honest journalism and clean advertising, has also had an influence for good upon the state press and all the people have profited thereby.—F. M. Johnson, Editor of Lowell, Mich., *Ledger.*

CLEAN ADVERTISING COLUMNS.

I have never failed to recognize on the part of the paper a determination to stand for that which it believed to be right and fair, and for the moral and material betterment of the community in which the paper is published and the state at large. Perhaps it is because I am a newspaper man myself that I think that nothing The *Times* has done can be commended more highly than its courage in cleansing its advertising columns from everthing that was objectionable in the slightest degree at a time when I know every dollar of income must have been sorely needed to keep the machine running.—W. F. Knox, Editor Sault Ste. Marie *News.*

VIEWS OF ADVERTISERS.

There is a large array of testimonials from advertisers and advertising managers and agents, and they are highly commendatory of the stand taken by the paper as to reliable, clean advertising columns.

I congratulate The Detroit *Times* on the fight which it has made for better, more honest and cleaner advertising.

It is a praiseworthy fight from both the point of worthiness and of results to the honest advertiser.—W. R. Emery, Manager of *Everbody's Magazine,* Western Dept.

"COMPENSATION IN RIGHT DOING—NO UNCLEAN THING SHALL ENTER HERE."

I hasten to extend to the *Times* my congratulations, not so much for the progress it has made during the ten years, but for the principles it stands for—clean, truthful news, editorials and advertising.

The time is here, and the publishers of newspapers must face and meet the situation, when the advertisers of this country will demand that they be saved the necessity of having their clean advertising published alongside that of unclean, misleading and fraudulent stuff. A business necessity will force the publishers to assume the same responsibility for their advertising as they do for their news and editorials. It is right, it is inevitable and just, to all concerned. The magazines saw it some time ago and have met the issue splendidly. Why should the newspapers, the greatest of all printed mediums, the leaders of thought of this country, lag behind?

Isn't there sufficient compensation in doing right even though it costs a few dirty dollars to justify the newspaper publishers of America in saying: No unclean thing shall enter here.—S. C. Dobbs, President Associated Advertising Clubs of America.

CLEAN AND HONEST ADVERTISING.

While, of course, the *Times* appeals to me as a citizen of Detroit, it doubly appeals to me for its attitude towards the question of clean and honest advertising, and for that reason more than any other, I wish it long life and great prosperity. E. St. Elmo Lewis, President Association of National Advertising Managers.

Now, we have devoted treble the space that we intended to give to this notice, but there is nothing herein that we wish to omit. We would like to present many other extracts filled with such valuable points to newspapermakers. One of the pleasing facts, connected with these friendly criticisms, is that scores of clergymen, who are frequently inclined to be some what condemnatory of the secular press, have bestowed highest praise upon the character of the *Times*:—

"TRUE TO ITS CONVICTIONS."

The *Times* has done a great piece of work in building itself up by sheer force of vision and tenacity of will, and by keeping at the same time wholly true to its convictions. May it live long and prosper. The only criticism which I have of the paper is, that you are not publishing it in Providence.—Rev. Gaius Glenn Atkins, Pastor Central Congregational Church, Providence, R. I.

CLEAN AND NOT AFRAID.

To give the community a good, straight, clean newspaper, not afraid and never dull, is a public service of no mean nature. I congratulate the mangement of The Detroit *Times* upon having rendered such a service to this city.—Rev. Charles D. Williams, Bishop of the Episcopal Diocese of Michigan.

POWER OF THE PRESS TO PREVENT FRAUDS—SALE OF ADULTERATED FOODS OR MEDICINES.

All these quotations have been in harmony with the teachings of the National Printer-Journalist, but, here, as a closing up of our selections, we give one that contains very enlightening and forcibly stated facts, reasons and views as to high obligation and influence of the press in protecting the people from fraud and imposition:

If the public press generally would set a high standard of conduct and live up to it there would be very little need for laws securing honesty in business, proper labeling of foods and drugs and freedom from adulteration. The public would be so thoroughly educated in such matters as to refuse to accept and use debased, misbranded or adulterated articles of food and drugs. I am sorry to say that many

of our public journals carry advertisements which, in my opinion, work inestimable injury to the public. I refer now particularly as a type of this literature, to the statements relating to certain proprietary or secret remedies. These statements are cunningly contrived to work upon the fears of the intended victim in order that he may become a customer and then in a similar manner to induce him to continue to use these remedies almost indefinitely. Fortunately under the present national legislation such remedies cannot carry habit-forming drugs without being properly mentioned upon the label, but this is not the kind of protection to which the public is entitled, although it is to some degree a protection.

What is true of drugs is true also of foods. A newspaper that will educate the public respecting the character of foods, principles of nutrition, and the inexcusability of tampering with food products by the use of chemicals of any kind will do a good which cannot be overestimated in the community in which it is circulated. For instance, if the public at large were instructed in regard to the use of preservatives in foods, first, that they are never necessary and, second that the best class of manufacturers do not use them, and, third, that they are all necessarily deleterious, we would not need a law to prevent the manufacture and sale of such goods. The lack of a market for them would soon put a stop to their manufacture.

I wish you success in the conduct of a journal of the kind you describe, one which is truly and wholly devoted to the public interests and not swayed in any of its opinions by mercenary motives.—Harvey W. Wiley, President American Therapeutic Society and Chief of U. S. Bureau of Chemistry, Washington, D. C.

One of the Veterans

Capt. P. K. Mayers of the *Democrat-Star,* Pascagoula, Mississippi, appropriately celebrated his seventy-seventh birthday on Monday, October 10th. The day was made glad by the presence of a number of friends who joined in congratulations and a pleasant, quiet occasion at his home. On account of the weight of years, Capt. Mayers has sold a one-half interst in his paper, and turned its active management over to J. Will Donovan, though his name still appears at the head of the paper, with that of his new associate as "Editors and Proprietors." Noting the change in the ownership and management the Brockhaven (Miss) *Leader* says:

"Capt. Mayers has for nearly 50 years published one of the very best weekly papers in Mississippi, and his passing from the ranks of the active journalists of the state will be a distinct loss to the profession. He is the only survivor of the charter members of the Mississippi Press Association."

To the above the Vicksburg *Herald* replies as follows:

"Major Isaac M. Partridge, an antebellum Vicksburg newspaper writer of marked ability, was editor of the *Herald* and the charter member president of the Mississiippi Press Association. He is living, and an inmate of the Arkansas soldiers' home. The first meeting of the association was at Jackson, in May, 1866. After adopting a resolution providing for a charter organization the convention adjourned to meet in Vicksgurg in October, where the charter was presented and adopted, the officers of the association chosen. The present editor of the *Herald,* then connected with the Woodville *Republican,* attended the Vicksburg meeting, and was chosen vice-president of the association."

The editor of the *Herald* has given a good history of the organization of the Mississippi Press Association. The editor of the *Leader* doubtless fell into the error of saying that Capt. Mayers was the only surviving charter member of the association under the impression that Major Partridge was dead, and he was not alone in that impression.

The first meeting looking towards the organization of the Mississippi Press Association was held in Jackson, May 15, 1866, one year after the close of hostilities between the states, when publishers, like others, were trying to devise means to increase their meagre earnings.

There were present: J. J. Shannon, J. L. Power, E. M. Yerger, J. S. Hamilton and F. T. Cooper, Shannon being elected chairman and JPower secretary—all of whom long since passed over the river.

Nothing was done at this meeting except to adopt resolutions favoring the formation of a "publishers" association, to further the interest of the press of the state," and adjourning to meet at Jackson on June 6, 1866, after appointing a committee to make arrangements for the meeting.

The next meeting was in Jackson on the date above given, the following representatives being present:

A. J. Frantz, Brandon *Republican;* Jere Gibson, Meridan *Topic;* I. M. Partridge, Jas. M. Swords, Vicksburg *Herald;* T. B. Manlove, J. W. Kinsley, Vicksburg *Journal;* P. K. Mayers, Handsboro *Democrat;* J. D. Houston, Lexington *Advertiser;* Singleton Garrett, Canton *Mail;* S. W. Dale, Southern *Journal;* J. J. Shannon, J. S. Hamilton, J. L. Power and B. F. Jones, Jackson *Clarion* and *Standard;* E. M. Yerger, Jackson *Mississippian;* A. N. Kimbal, H. M. Akin, Christian *Watchman;* M. S. Ward, Panola *Star;* J. F. Mead, Natchez *Democrat;* W. L. Oury, Carrollton *Conservative;* J. L. McCallum, F. T. Cooper. I. M. Partridge was elected president; A. J. Frantz, first vice-president; M. S. Ward, second vice-president; J. L. Power, secretary; P. K. Mayers, treasurer.

Of the above number all are dead except Mayers and Partridge, and the latter has left the state and long since retired from the field of journalism.

Items of Interest

Albert J. Bleyer, one of the oldest newspaper men in Milwaukee and one of the six Bleyer brothers, who are all newspaper men, died recently at his home after a long illness.

The Appleton, Wis., *Journal,* a weekly paper, is acquiring necessary machinery and soon will be published as a daily. This with the new socialist daily will provide Appleton with four daily papers.

Robert M. Buck of the *Daily News* was elected president of the Chicago Newspaper Club at a recent election. The following other officers and directors were elected: Vice-president, Joseph C. Davis of the *Tribune;* Secretary, Ray H. Lock of the *Record-Herald.*

Because of a tie vote for the position of treasurer, between H. Richardson and Herbert Waters, this office will be left vacant until the new board of directors takes charge and makes a selection. The directors elected were Robert Matthews, C. Alexson, Warren Finney, Paul V. Perry, A. H. Kirkland, end Carles M. Wheeler.

Once more the magazine field is claiming a graduate of Chicago journalism, Baratt O'Hara, long connected in editorial capacities with various Chicago newspapers, and for a number of years Sunday editor of the Chicago *Examiner,* has completed his last day's work with the *Examiner* and commenced his duties as editor-in-chief of the *Chicago Magazine,* a new illustrated monthly.

Joliet, Ill., now has its first "ad" writer among the girls. This is a popular vocation among eastern women but one which has found only a limited following in Chicago and round-about. The initiative has been taken by Miss Estella M. Castle, who has been made assistant advertising manager of Ducker's Corner Store and who has taken up her new work in a fashion which bids to prove well for herself and the firm which has opened the way for the introducing of this employment among women. Miss Castle resigned a position in the art department of Carson, Pirie Scott & Co. in order to accept the Joliet offer.

A Wealth of Practical Knowledge for Printers and Publishers

How to Win Success Through Perfect Cost Systems and Honest Prices—Minnesota Convention of Practical Experienced Printers and Publishers

(Concluded from October Issue)

Installation of the Denham Cost System.

The Chairman: I have just discovered that we have with us this afternoon Mr. J. F. Denham, a brother of the gentleman who invented the Denham Cost System. I would like to call upon him to talk to us a little along the line of the work which he has encountered in the different offices. He has put in a good many of the cost systems and I feel sure that he can tell us something that will be of interest to us. I will ask you to come up in front, Mr. Denham.

Mr. Denham: Mr. Chairman and Gentlemen: I at this moment do not have in mind enough to justify my speaking to you. This is really a surprise and pleasure, and an honor that has been thrust upon me. There is so much that rushes into my mind of the experiences I have had in the last eight months in the Twin Cities particularly, in solving cost systems, which might be of particular interest and of some help to you, that I could not make any selection on my feet. It would hardly touch the most vital and best things, the things that you need.

The installation of the cost system, to be satisfactory, must be done by a man who has had a large enough experience and training in various plants direction and tutelage of some one who knows, to be able to lay out the plant accurately and define the departments in that plant in which costs must be found. They have to start in at the fundamentals and proceed carefully, seeing that each step is worked out correctly until the first cost summary has been completed, then the work of installation is a continuation or repetition of instructions formerly given until they are thoroughly learned. When I was a schoolboy some teacher drilled into my mind that a thing is never too often repeated utnil it is sufficiently learned. I have found in some plants in installing the cost system that there are some men who are so thoroughly interested in the details of the system, men of such training and caliber of mind, that they grasp with one telling the principle of work you are speaking of and the next time we go to make out a summary, the second summary frequently, we find the summary completed and completed accurately by these men. There are other plants in which we find no one who will take a sufficient amount of interest to think. I want to say that so intricate a proposition as a cost system based on scientific principles is too intricate for a man to tamper with and get accurate and uniform results unless he thinks. We claim that behind every item of expense there is a principle for the distribution of it just as certain as there is behind every item or record of a business transaction, a principle of accountantship; that there is behind every mathematical operation a principle and behind every record of a business transaction a scientific principle of accountship. In order to get a complete and accurate cost system, a system which must determine the exact point between profit and loss in any manufacturing business, there must be principles to guide in every distribution of cost. We maintain that there is one principle which must underlie every expense that the printer or any other manufacturer incurs, and that one pincipl is the purpose of the expenditure together with the benefit by which it may be distributed. If there are two departments in your concern receiving benefits from this one expenditure, there must be a unit for the distribution of that expenditure in proportion to the benefits received by each of the departments. It is absolutely ridiculous to charge cylinder press rollers to composition, or to any other department. Cylinder press rollers cannot be distributed because they must be charged to the cylinder press; and so with many other of the expenses wherever an expense is incurred which benefits more than one department. Witin that expense must be a unit for its distribution in exact proportion to each department to the benefit which the department receives. It is as absolutely certain as that two and two make four. Whenever you get away from that principle or make any arbitrary rule contrary to that principle you cannot make an accurate cost system. For istance, if you take the matter of building and the expense of building, all seem to unite; and I believe all are right when they say that the square foot or floor space is the unit for distribution building expense. When you come to the matter of depreciation the dollar of invested value is the unit for the distribution of depreciation. If you have a thousand dollars of valuation in one department and $5,000 in another, etc., you distribute the deprecation in exact proportion of one-half of ten per cent on each department pro rata to its valuation; the same with insurance, interest on the investment and taxes, all of which have a single unit, that is, the dollar invested, upon which principle these expenses are distributed. We have grouped these four expenses into one group and distrbuted them at one time because the results are just the same as if they were distributed seperately, and it reduces the work by four.

Now regarding the matter of installation. We run up against some very peculiar proposition in the press room, for instance: We have some pressmen who insist that the composing room shall have credit and put it on the ticket as miscellaneous time for the time that they were waiting for changes of form, and things of that kind which we have to fight out. They are not willing that this time shall be considered as waiting time. Many delicate propisitions come up in that line that we have considerable difficulty with. We really have, on the whole, very little trouble. In nearly every large plant we find some department in which there is some man who raises a kick about keeping his time on the statements, but it soon passes over after he has been told kindly and thoroughly to understand that his employer should have a bill rendered to him of the way in which he has employed his time in such a way as he can charge to his customers the amount of constructive time put in on jobs.

I should very much rather answer questions in relation to my experience in installing cost systems than try to make an extemporaneous talk, if I might be given a hint as to what you would like to have me speak about. Mr. Whiting. I have just come from a very difficult shop and have just finished within a half hour a very rifficult summary. It is in a specialty concern, it is entirely outside of your line of business, and I do not feel that my head is quite in shape to think clearly.

The Chairman: I think Mr. Byron has some questions that he wants to ask you, Mr. Denham.

Mr. Byron: Just as a leader, Mr. Denham, I want to ask if, as a rule, the printers throughout the territory in which you operate are not surprised at the results they get from the revelation which the cost system brings forth?

Mr. Denham: I would like to ask some of the men whom I have talked with who are here in this room about their experiences when they first saw the results of their cost summary. Yes, they are very much surprised, generally. I am glad to say, however, that some of them are very pleasantly surprised and pleasingly surprised that their costs are as low as they are. Some of them are startled with revelations in some departments as to their cost exceeding expectations. For instance, today in my mail I received from our Louisville representative who is installing fourteen systems in Louisville, the costs on one of the large plants in Louisville. The cost was normal except in two departments. The machine folder and the stock cutter were away out of normal. I wrote to him and asked him what were the things that made those departments so abnormal. I cannot imagine what it is unless they did not keep the records properly, and probably they do not have much to do with the folding machine.

The statement was made by our venerable friend, Mr. Ramaley, that costs run approximately the same in all shops. Mr. Ramaley would be very greatly surprised if he could look over the records on that point and find what wide variations in costs there are as we find them over the country. The average costs in a town, take for instance, Cincinati, Louisville, Cleveland or any other of the towns in the Northwest that are operating under the Denham System, come very close to the Minneapolis average, but in the individual plants the costs vary very widely, and they vary widely from month to month. It is astonishing what these summer months coming on have revealed in the matter of cost, how much higher in some plants the work is running as the months run on into the summer, and then in other plants how thinly they run, continuing to maintain about the same cost as they did in what we consider the more active season, earlier in the winter. So that you are not safe in taking the generally published average prices as a basis for your cost. I am not sure but some of the printing concerns even having our system have made a very serious mistake by thinking, well, their competitor is going to use the average cost and does not make much difference what summary shows; we will have to use the published average cost any way in making our bids, consequently they neglect their own cost system. Sometimes when we have gone in to coach them up and help them in putting the system up to date their costs have been shown to be very large, away above the average. Had they known it I am sure they would have done a great deal to have adjusted themselves in their plant.

I am going to read here the experience of one printer in a letter that I received in the mail yesterday who has placed our system in operation, and you will see what he has experienced to his own satisfaction, I think.

"It has been a very quiet place about our offices since installing the cost system. We have reduced our working force from thirty to twenty. Where formerly we had a dozen or more calls on the 'phone each day from our irate customers, demanding when they would receive their work, we now have very little use for 'phones. Instead of the presses signing away constantly, they are now very spasmodic. The foreman of the composing room is always wanting to know when he is going to get some more copy. He kicks because he don't have to work as hard as he used to. But then he looks a very irritated look. The foreman of the press room comes in and demands a few more ten thousand runs so that he can get down his hour cost, but it is no use, nothing doing. But the peculiar thing about the whole proposition is that we bill out just as much work in dollars and cents as we did during the corresponding month last year. We saved $320 on our pay roll in June as compartd with June, 1909. We are going to save at least that much more in July. When we installed the cost system we worked like beavers to make two per cent net profit on our gross business. In June we still worked like beavers but we made 18 per cent. In July up to date it has been hard sledding, but we have managed to eke out a paltry 23 per cent net on the gross businss. But better times are coming. Possibly in a few years at the present rate we will be able to reach the point for which a great many printers strive, 25 per cent net on the gross business. The few remarks I have just made are not for publication. You can quote them when necessary. I do want you to know that we appreciate what the Denham methods have done for this shop. Whenever we get a chance to boost we dig in."

That is just simply one of many of the letters we get as to the results of an accurate cost system. The use of an accurate cost system will give the printers more backbone than any one thing that I know of. If you use it conscientiously and consistently you may possibly do as a man that I know in St. Paul, who yesterday morning as I stepped up to his counter was having an altercation with a prospective customer, refusing to take the job at the former prices, and in fact, let the cusomer go out, told him to go, he did not want his job because the customer was unwilling to pay him the price which he now wanted. There exists hardly any doubt, for I have some information since concerning the matter, that he will come back and give his job very willingly to the man who turned him out and would not take his job yesterday morning, because he has confidence in him that he knows what he is doing and can turn out a good job for him at a fair margin of profit. I know that there is absolutely nothing that will put the printing business on a basis like the cost system, and I hope that every concern that does not have the cost system will install one.

Do not be too Radical at the Start.

Mr. Curtis: Mr. Chairman. I would like to suggest to printers putting in a cost system that they should not be too radical at the start and go by their cost arrived at. It is much safer, as we found from experience, to assume as correct $1.10 for composition, about 80 cents for platen press work, $1.00 for pony, $1.35 for cylinder and so on, as that is the experience of some twenty odd offices for a numebr of months, In our own case I think we were one of those that Mr. Denham has referred to as having learned something. If we had ever attempted to do business on what we found our costs were we would not have had very much business. We had to stick to costs for awhile, instead of assuming that our first month's costs were the correct costs. I now see why my first month's costs were so high; and I am satisfied with the result in almost all classes of work. Our costs now are very close to the accepted everage Minneapolis costs, but they were not at the start. If any one is putting in a system to keep it for a month and figure their work on that basis, they are going to be thoroughly disgusted with the system. We have not dared as yet to figure on our own costs: they are still above the average, but we can get them down. We are finding out almost every day some leakage that can be stopped. One of the greatest leakages in our plant is overcapacity. As an illustration, I had no more business the other day in putting in a rotary perforater than I had in buying a flying machine. When that kind of work does come in we

could job it out, get it done outside for a few dollars. Instead of that I was aching to have something and I bought one, and any one can buy that one from me cheap. That has brought up our costs. The expense is going on, the depreciation is going on, on that machine right straight along. If you have confidence in your neighbors, and they in you, to job out what you have not capacity for doing yourself, there would be a great deal more money in it than if you have an overcapacity which is all depreciating.

The Chairman: If there are any who want to put any questions to Mr. Denham I think he would be very glad to answer them for you. There is one question that I had in my own mind, Mr. Denham, when you read that letter. That printer stated that he had been able to dispense with a good many of his printers. I wonder if that was generally the case in the other shops where they have put in this system.

Mr. Denham: This is the most marked example of that particular thing that I have any knowledge of. That particular shop, I think, is adjusting its affairs to its present basis and doing a volume of business that is giving them a nice profit instead of doing a large business for the profit of the customer; reducing possibly the number of jobs, number of compositors and all that, but he is getting the price now for his work which gives him a fair margin of profit.

The Chairman: There was one thing which occured to me along the line of Mr. Curtis' talk. I think that the printers in the larger cities have the advantage of the country shops. If you have some job, for instance, like Mr. Curtis brought up, that you can "farm out" to some one else you can do it very readily; but the country printer cannot do that, he has not the time to send it up to the city and send it back again and as a consequence the country printing shop has to have a good deal larger equipment than is absolutely necessary.

Mr. Curtis: That goes to prove that the country office cannot on an average, have a lower cost per hour than the city office. Until you have had a long experience in your office costs you had better assume as correct the average experience of some twenty odd Minneapolis offices for some thirteen or fourteen months.

Mr. Chairman: I think your point is very well taken, Mr. Curtis.

Mr. Denham: In regard to the matter we spoke of a minute ago, on putting in a cost system, does it reduce the number of employes very frequently, is that the experience? I will tell you that the general experience of employers is to discover where there is lost time, abnormally lost time, and consequently in many places the force is reduced to a profit. For instance, it is increased in some places. There was one shop in which we installed a system where they had eight compositors. I think it was a Union shop in which their regular working day was eight hours and they were obliged to work nine hours in order to try to get out the work. As soon as our installation man took up the cost clerk he discovered that in the last hour of the day, the extra hour, on the first day of the eight (eight men) only one hour was sold time. The next day he noticed to see how it would come out and there was only two hours of real product, sold time, in that last hour. He called the attention of the proprietor to the fact and he says, "Well, the boys have been kicking about having to work over time. We will fix that right away." He stepped to the composing-room and said, "You boys who have only been wanting to work eight hours will work eight hours hereafter. Tomorrow morning put on another man." So he increased his force and reduced the number of hours, thereby getting a great deal better results for the money he was expending.

The Chairman: Now if there are no further questions to ask I would like to hear from Mr. F. J. Scott, who is the editor of the "Messenger," and who has been asked by the Minneapolis Ben Franklin Club to go the North Dakota to assist the North Dakota printers in the organization of their Ben Franklin Club. I think Mr. Scott can also give us something of interest in regard to his own experiences with the cost system, as to the increase of his profits under this system. We would like to hear from Mr. Scott.

Mr. Scott: Mr. President and Members of the Minnesota Conservation Congress: Isn't that pretty good? (Applause).

We will have a conservation congress here a little later in the season. There has been a good deal in the newspapers about it. That conservation congress not having as high an aim as this little assembly here; it would have as high a result as this one here if the printers in Minnesota would get out and aim to do away with the waste in their business. I believe that the conservation congress is aimed to prevent men from selling their own stuff at a loss; they do not say what they would do to a man that would go out and sell his property for half what it was worth, but they put in a lot of time trying to solve the first proposition. I think the printers of Minnesota are wasting more of their own profits than can possibly be done by any lack of conservation in natural resources.

I did not come down prepared to make any great talk. I did not know I was going to be called upon at all, consequently I am not very well prepared. I brought down this little "Messenger" this time. We have some Ben Franklinisms on the editorial page. I want to call your attention to a few of them. I do not know, though, before starting off on this, but what these are the St. Paul and Minneapolis printers? Where are the country printers?

The Chairman: We will have a good may more in tonight's meeting.

Mr. Scott: That is when I want to talk.

The Chairman: We will give you a chance then, too.

Mr. Scott: The Ben Franklin Club of Minneapolis has done one good thing: It has got me business. All of these experiences in here are my own experiences. I find that the stiffest kind of a backbone is that produced by a bank account. I haven't much of a bank account, but I have a good deal of backbone.

Another thing is, that if the printer does not know what he is doing, he either ought to learn or get into some other kind of business. I think about half of the printers of Minneapolis do not know what they are doing. I do not see how they can; they have had no business experience in learning what they are doing. They go right out from the composing room into the office; they have no office experience, they have no means of knowing what it means to be in the office. All they thought necessary was to open the door and let the work roll in, and it rolls in, if they do not watch it, but it also rolls out.

In these dull summer months, that make a person squirm a good deal to see how anxious some people are to get work when there is not very much doing, more harm can be done the business than can be made up in four busy winter months. The fellows that have not very much work to do, (and there are a good many of them) get real anxious about those presses, they are afraid they will rust if they let them stand still a while; they would rather run them at a loss than do that.

If you get lots of time you can read "The Joker in the Printing Business." By the use of cost systems we find out about all of these things that come up, the different wrongs that are in the busiiners. For instance, a person before putting in a cost system would not hesitate to let the customers take two per cent off for cash, they would be tickled to death to get the money. They do not realize that if they were making a net profit of 20 per cent on the gross business and allow a man to take off two per cent that they take ten per cent off his profit.

Another thing, a man will kick on the money his wife spends for groceries and then go down town the next day and give away enough money to his customers to keep his family in groceries for a month. Didn't you ever think of that? It is absolutely true. I will guarantee that there is enough money given away in bills from printing offices in Minneapolis to keep their families in groceries. Give it to the wife; I am sure she will appreciate it, for the customers do not. You would stand a good deal higher in her esteem, too. When we first started our club the ladies did not know just what they meant. "What are you going down to that Ben Franklin meeting for?" "I learned something last night at the Ben Franklin Club." But later on: "I don't see how you can keep a man from that Ben Franklin meeting; it brought lots more money into our house."

I want to say to the country printers, what few of them are here, that there is not a business on earth so poorly conducted as the printing business. Absolutely there is not a business on earth which is so poorly conducted as the printing business and no one better qualified to conduct a prosperous business than the printer if he would only do so, if he would spend his energies in the right direction. Instead of getting all the work, if he would put in a book-keeping system and see that he got something for everything that went out, he would not have to do things that he does; he could sit on the chair, put his feet up on the table and go to sleep and make a whole lot more money than before he put in the system.

Here is another Ben Franklinism. (I hope I will not tire you.) "When the printer has reached the point financially where he can secure all the banking accommodation he formerly wanted, he has also reached the point where he does not need any assistance at all." I will tell you an instance of that. Just before I put in the Denham cost system I had been enlarging my plant I thought everything looked good, business was good I would have a lot of money next month or the month after. But I got behind on some of my bills. The banker called me up, asked me to come over and see him and bring a statement over. I took a statement over and he said, "Why, this statement isn't as good as it was two or three years ago when you had a small place." I was rather surprised at that. I was a little bit huffy, too, I suppose. And he says, "If you can bring in all the resources you have, we will loan you a thousand dollars." I suppose I owed the supply houses one or two thousand dollars. He would loan me a thousand dollars if I brought in all the resources I could get! I had been in business pretty well onto twelve years, and that is what a banker said to me. I did have a little backbone, though, and I told him I did not need any of his assistance at all; that I had nerve enough to work out my own salvation without any help from anybody. I do not know what that banker would do for me today. I am going back next week to see, because I do not owe him or any other banker a cent. I do not owe a cent of money to a man in Minneapolis or in Minnesota. That was all done in a year and a half by working out my own salvation as shown from the cost system. That could not have been done without the Ben Franklin Club, because I could not do it alone and with such practice as I had had. I could not have done it without the assistance of the other members of the club. I tell you in Minneapolis the members of the club have worked as one man. If one man needed any assistance or any advice, he got it; and if he had enough sense to take that advice he profited by it. I hope that I have that little common sense to profit by it. It does not take a whole lot of common sense to profit by what you can learn. You do not have to be brilliant or anything like that; use what little you have got.

Notes From Everywhere

G. B. Voorheis, who has been in charge of the Case Threshing Machine Company's Canadian business, has been appointed manager of the advertising department.

Hugh W. Montgomery, an advertising agent at 1153 State Street, has filed a voluntary petition in bankruptcy and listed liabilities aggregating $15,173 and assets to the amount of $250.

The Will Brown Advertising Co., of Minneapolis, has filed articles of incorporation. Capital, $100,000; incorporators, Will L. Brown, W. H. Frederick, A. M. Bayer, L. J. Brown, F L Storms Mineapolis

The Newton, Iowa, *Herald,* the only democratic newspaper published in that city, has been sold by M. Miller to W. M. Ward, of Marengo, Iowa. Mr. Ward was formerly editor and proprietor of the Sac City *Democrat.*

The St. Paul Consolidated Publicity bureau will probably move to rooms in the Commercial Club. This change is proposed as a retrenchment owing to the injunction suit brought recently cutting off the city's contribution for maintenance.

The course in Journalism which was started last year, at the University of Minnesota, has been discontinued. The work if it was to be carried on as the department desired, demanded the appointment of another man and the Regents felt that the expense at the present time was not justified.

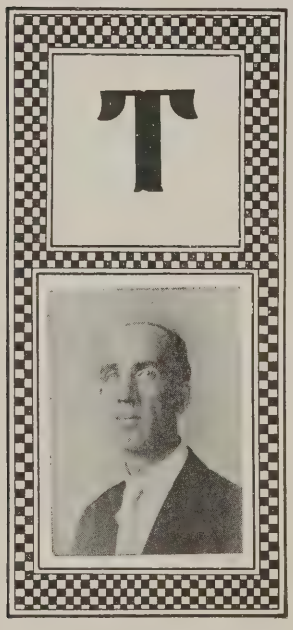
Julius Schneider, advertising manager of the Fair, went to Denver, where he was the guest of the Traffic Club, the Commercial Club and the Advertising Club at a banquet and delivered an address on "The Responsive Chord in Advertising." This address was the feature of the recent annual convention of Advertising Clubs of America at Kansas City.

The Minneapolis Publicity club held its first noonday lunch meeting in the ballrom at the Hotel Radisson Oct. 5th, from 12:10 to 1:30 p. m. S. C. Dobbs, of Atlanta, Ga., president of the Associated Advertising Clubs of America, and an officer of the Coca-Cola Company, was the speaker. His subject was "The Creative Force in Advertising."

United States Senator Thomas H. Paynter of Kentucky, a member of the Lorimer investigating committee, addressed the members of the Chicago Advertising Association at their clubrooms, 118 Monroe St., October 6th. A special luncheon and entertainment for Senator Paynter is being arranged by the association. To this Senators Burroughs. Hepburn and Frazier will be invited.

REVIEW OF JOB PRINTING

Address all communications to E. S. Hanson, 925 Linden Ave , Wilmette, Ill.



THERE is nothing quite so good as a first-class catchword or phrase to advertise a business. The kodak has been popularized very largely by the expression, "You press the button, we do the rest," and there are numberless other instances which might be mentioned to prove the rule. There are very few printers who adopt this method of advertising, so far as I have ever noticed, this fact making all the more interesting some printing which I have received from the Griffith-Stillings Press of Boston, on which the phrase occurs several times, "It is better to have your printing done by the Griffith-Stillings Press than to wish you had." This is a trade phrase which is really worth while, if one is going to have so many words in it. Usually a shorter phrase is better, but this one has attracted my attention very forcibly and I judge from this that it will make prospective customers sit up and take notice.

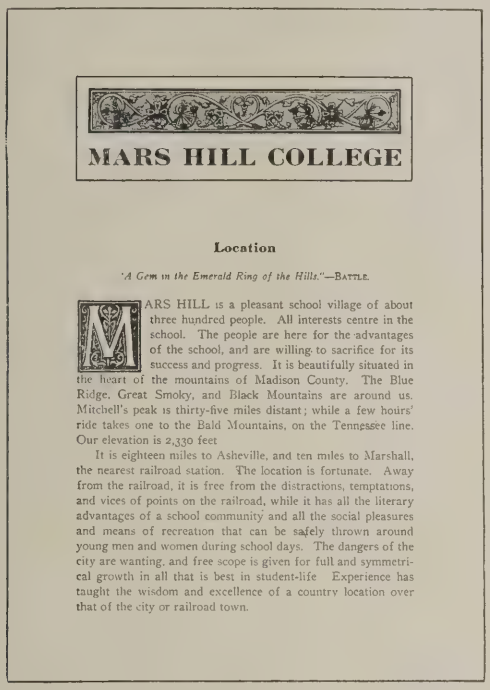
I trust that the readers of this department will not consider it necessary, after reading this paragraph, to rush headlong into the adoption of something of this kind, whether it has any merit or not. It is only once in a great while that some genius happens on to an expression which is really worth preserving. Just bide your time, and if something comes to you in a moment of inspiration, put it down in black and white and study over it for a few days to see if it really has the qualities which make it worth while.

I am very thankful to J. W. Butler Paper Company for having called attention to cameo plate paper as a desirable sheet for letterheads. This they have done in the most attractive way in the world, in the shape of a number of letterheads printed on this stock. It makes a most desirable sheet; where one desires to run halftone illustrations on a letterhead.

Wherever one finds Howard C. Hull he is sure to be doing something worth telling about. After an absence from this department of several months he now returns, having got back again to the office of the Hackney & Moale Company, Asheville, N. C., where he now occupies the position of general foreman. This work includes the layout of all the bookwork, and consequently Mr. Hull sends me a number of books which have recently been executed under his supervision. The first one I take up is the catalog for the Mars Hill College. This is printed throughout on an egg-shell paper, with enameled inserts for the halftones, and is gotten up in a most satifactory manner. An extended black type is used throughout for headings, and, although it is not considered specially applicable for educational printing, it suits me very well indeed. In fact, this piece of work is a sort of combination of formal catalog and advertising booklet, so that I think Mr. Hull has exercised very good judgment in his selection of faces. I think a suggestion might be made as to the sequence of some of the pages, though that was probably determined upon by the school authorities and not by the printers. Opposite the page devoted to the names of the facul-

HACKNEY & MOALE CO.
PUBLISHERS AND BINDERS
STATIONERS PRINTERS
A Communication from the Printing Department
A SIGN OF THE H&M Co. QUALITY
Numbers 12 and 14 Lexington Avenue and 3 West Pack Square :: ASHEVILLE, NORTH CAROLINA

ty, however, is a page of quotations, the faculty page taking the left-hand and the quotations being placed on the right-hand page. I think a better arrangement would be to transpose these two pages. I notice, however, the Foreword is on a left-hand page, whereas it should be on a right-hand page. My arrangement, therefore, would be to place the page of



MARS HILL COLLEGE

Location

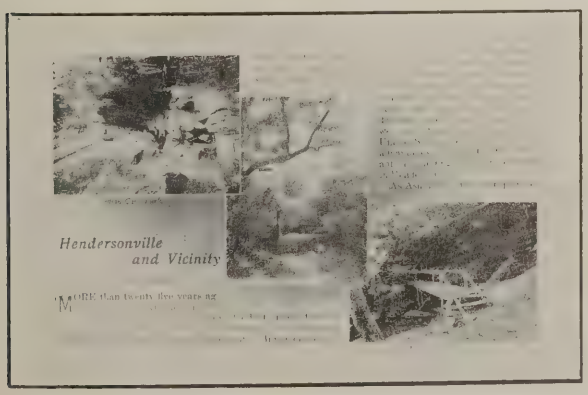
"A Gem in the Emerald Ring of the Hills."—BATTLE.

MARS HILL is a pleasant school village of about three hundred people. All interests centre in the school. The people are here for the advantages of the school, and are willing to sacrifice for its success and progress. It is beautifully situated in the heart of the mountains of Madison County. The Blue Ridge, Great Smoky, and Black Mountains are around us. Mitchell's peak is thirty-five miles distant; while a few hours' ride takes one to the Bald Mountains, on the Tennessee line. Our elevation is 2,330 feet

It is eighteen miles to Asheville, and ten miles to Marshall, the nearest railroad station. The location is fortunate. Away from the railroad, it is free from the distractions, temptations, and vices of points on the railroad, while it has all the literary advantages of a school community and all the social pleasures and means of recreation that can be safely thrown around young men and women during school days. The dangers of the city are wanting, and free scope is given for full and symmetrical growth in all that is best in student-life Experience has taught the wisdom and excellence of a country location over that of the city or railroad town.

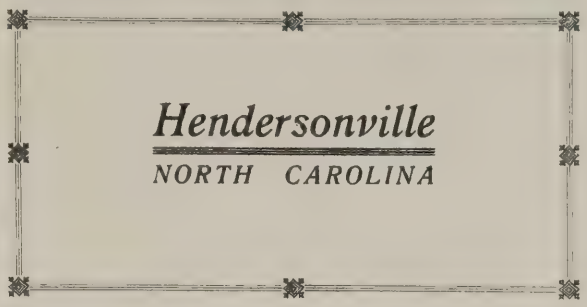
quotations on the page now occupied by the Foreword, change the calendar to the page opposite the faculty, and the Foreword on the right-hand page now occupied by the calendar. I notice throughout the book that there are a lage number of short pages, more than a book of this kind should contain; however, there seems no good way of avoiding most of them, unless some of the sections were transposed, which probably would not suit the taste of those who prepared the matter.

The catalog for Weaverville College is hand-



somely printed, but I must say that I do not particularly care for the side heads in text.

The portfolio on Hendersonville is the cream of the entire collection. The press-work on this is admirable, and that, too, on a piece of press work which is almost as difficult as anything in the world. There is just one point which I consider deserving of criticism, and that is the breaking of the lines on a page near the end of the booklet on which is shown the halftone of the graded school building. These lines should either have been run clear across the page or have been divided in the middle of the page. The division to fit the cut emphasizes the very thing which



all the other pages seem to try to get away from, and that is, a stiff formality and conventional arrangement.

The little booklet for Toxaway Inn could scarcely be improved, unless something were done to give a little more force to the headings on the various pages. These headings might possibly have had a rule above and below them to square out the page, though I am not at all sure that this would have been an advantage.

I have some more specimens from F. H. Lutterloh, Kirbyville, Texas. For one thing I want to reproduce Mr. Lutterloh's letter head, not only as being somewhat out of the ordinary, but also as having

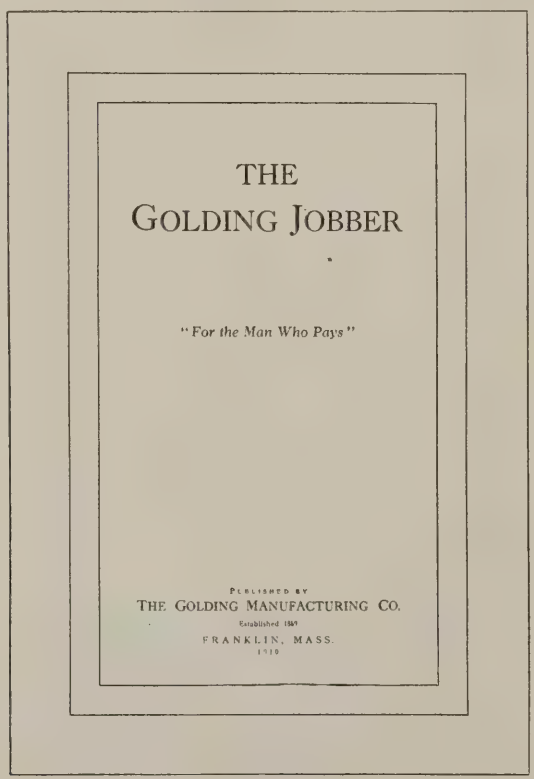
Announcement
Beginning October first, The Delta will be published twice a week for one dollar a year, strictly in advance—no subscriptions taken on credit. Two papers a week, the price remaining the same, one dollar a year. ¶ Can you afford to turn down this proposition?
"Delta Dollars Do Double Duty"

some features to commend it. The heavy rule at the top is in red, as is also the cut and the two words under it, otherwise the printing is in black. The head

would be greatly improved by using a section of some kind of band border of conventional design in 24 or 36 point size, each side of the line "Commercial Printing," instead of those strawberries, or whatever they may be. This would put an entirely different appearance on the head and would give it a dignity and classic effect which it does not now have. I consider the use of the cut very doubtful propriety, although it may go fairly well with the catch word used under it,

but if it were my own piece of work I am quite sure I should not hesitate to sacrifice it. I believe I had occasion to comment within the last month or two on some of Mr. Lutterloh's work, especially on his use of unusual and in some cases undesirable effects to gain attention. I think under this head might also be classed his envelope, as well as some of his work on his blotters. I would suggest that much of this freakish effect be done away with and that more attention be given to straightforward dignified printing.

The latest piece of work sent out by the Golding Manufacturing Company, Franklin, Mass., is a book of 36 pages about the Golding jobber, "For the Man who Pays." The text is printed on heavy antique

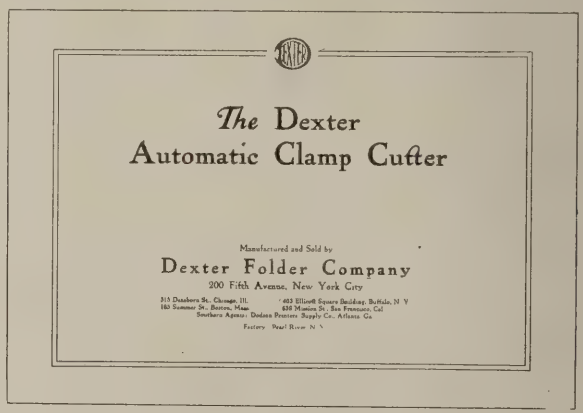


paper interleaved with sheets of enamel on which the illustrations are printed, these being in black on a cream tint background. I am not advised how freely the company desires to distribute this book, or whether it is only "for the man who pays." At any rate I should like every reader of the department to have an opportunity of seeing it, as I believe it is the class of work which is an inspiration to any printer.

I have received from P. H. Lorentz, Buckhannon, W. Va., an announcement prepared by him for the paper on which he works. This announcement is printed in brown and red on a sheet of sepia tint enamel. It has under it the cut of a linotype in a very light gray tint, the heavy rule at the top also being printed in the same. This sheet is mounted on a larger sheet of heavy brown cover stock with a line of gold around the announcement. Altogether it makes a most delightful piece of printing and is a credit to the one who designed and executed it. I am sending it out to the engravers, but it belongs to that class of work about which the outcome in a halftone is very doubtful.

Another piece of forcible printing sent out by a printing press manufacturer is a booklet just received from the Babcock Printing Press Manufacturing Company, and which has the imprint of the South Publishing Press, 159 Fulton Street, N. Y. On this piece of work the artist, engraver and printer have co-operated very harmoniously to get out a creditable production.

The Dexter Folder Company of New York sends out a little portfolio, principally devoted to illustrations, from which I take the title page. The type



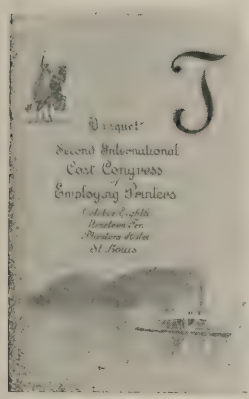
matter is printed in black and the border in a light brown. The page suits me very well, though I think if I had been setting it I should have been inclined to letter space the main line.

John C. Shaffer, editor of the Chicago *Evening Post,* has resigned the presidency of the Press Club of Chicago because of the business which he has to deal with in connection with newspaper and other affairs.

The great latitude which is covered by the advertising now being done for Des Moines in the *Saturday Evening Post* and the *World's Work* is shown in a letter received by the Greater Des Moines committee from Corrigdor Island, one of the Philippines. Harry M. Clup, who is a member of the Twelfth Infantry stationed there, writes that he has seen the ad of Certaintyville, and that he wants to locate in Des Moines when he is discharged in April, 1911.

Printers of America Confer for Advancement

The Greatest Convention of Employing Printers in the History of the World—A Move for One Broad, Standard Organization—A Correct Cost Finding System—Efficiency and Improvement Along All Lines.



THE progress of today, over that of any other age, is through co-operation and the exchange of knowledge, experiences and views. The newspaper, magazine and technical press carry the facts, the news of all advances in knowledge, of all improved methods, new discoveries, inventions, experiments and theories and their results, in all departments of life and human endeavor, to the members of all callings and to all individuals, to all men and women everywhere. The press is an all pervading, all embracing, omnipresent promoter of advancement. In the past, largely through the lack of the modern press with its immense capacity affording universal distribution, and partly through a narrow and selfish view of property rights in superior wisdom and productive knowledge, that were thriftily husbanded and guarded, with miserly care, by the individual, the family, the guild, or the tribe, as craft or business secrets, a revelation of which was considered a folly or a crime and sometimes punished by the death of the offending member. The all-informing press has changed all this. The walls have been broken down between individuals, the members of various callings and, largely, between nations, until the highest well-being is now sought through the advancement of all, and, through the greater progress of all, the highest good of each is secured. The result has been organization and co-operation in society, in the churches, in the governments, and in all the callings of men. The first great pioneer and promoter of organization of craftsmen for investigation, improvement and fraternization in this land, was the first great Printer-Journalist of America, BENJAMIN FRANKLIN, for whom, as the great patron of printing, the Ben Franklin Clubs, of which Franklin's "Leather Apron Club" was an early and worthy progenitor, have been rightly named. There have been organizations of printers in America for many years, and these have done good work. Of all such effective organizations, as far as we know—outside of the National Editorial Association, representing the newspaper branch of the craft, and incidentally magazine and job printing—the United Typothetæ of America was the first organization to attain and maintain national and international standing, influence and usefulness. This organization came into existence to deal with one and very important branch of the business, that of labor. It has broadened out and has done splendid work in other lines and early took up the matter of securing adequate prices for printing and accomplished results, and when the actual "cost system" was introduced, as a means of betterment, took hold, with enthusiasm and well directed effort, to promote the cause. It deserves great credit, as do other organizations, and this willingness to co-operate will help toward the formation of the one, great, central, all embracing organization of printers, a suggestion that met with hearty approval at the Cost Congress and resulted in referring the matter to the newly elected Cost Commission to investigate as to details and to organize. The unanimous sentiment was

Headquarters and Place of Meeting of the Second International Cost Congress. St. Louis, Oct. 6-7-8, 1910

that there should be one united, strong organization of employing printers. One of the developments of the addresses and discussions was that not only was the Cost System resulting in establishing proper prices for work, but in showing where there had been leaks in the business, and in developing greater efficiency.

The honor of organizing and carrying to a success that

won the interest of the whole printing world, rests with the Ben Franklin Club of Chicago, and very largely with President Hartman, J. A. Morgan, and a few others of the most active members. Mr. J. A. Morgan was elected chairman of the Permanent Cost Commission, established at the First Cost Congress, and by virtue of that office called the Convention to order at the opening meeting in St. Louis, October 6th. After appropriate remarks, as to what had been the work of the Congress in Chicago, and the accomplishments of the Cost Commission, Mr. Morgan called for the nomination of a president of the Congress. Mr. W. J. Hartman of Chicago promptly put in nomination Mr. E. Lawrence Fell of Philadelphia, who was elected by unanimous vote. Mr. Fell then returned the compliment by placing Mr. Hartman in nomination for vice-president, and he was elected with like unanimity. Fred G. Scott of Minneapolis and G. L. Stevens of Galveston were elected secretaries.

The newly elected officers were called to the platform and after brief remarks by the president and vice-president, the Congress proceeded at once to business. Mr. Morgan submitted, in brief review, a report of the Cost Commission for the year, the most important work having been the perfecting and dissemination of a cost finding system of blanks for printing offices, that have been distributed very widely to members of the craft. These blanks, if kept properly and filled out consecutively and intelligently, will show the cost price for each productive hour and, incidentally, the cost of every job going through the printery, and will reveal the number of non-productive or non-saleable hours for which wages are paid.

ROUTINE ACCOUNT OF THE SECOND COST CONGRESS, BY G. E. WRAY, SECRETARY, BEN FRANKLIN CLUB, CHICAGO

THE NATIONAL PRINTER-JOURNALIST deems itself fortunate in being able to give to its readers the following able, full and analytical report of the Congress, that was submitted by Secretary G. E. Wray to the Ben Franklin Club of Chicago, on Tuesday evening, October 18th, at the regular monthly meeting of the Club, and that was received with applause and elicited a unanimous vote of thanks:

SECOND INTERNATIONAL COST CONGRESS OF PRINTERS

BY G. E. WRAY, SECRETARY OF THE BEN FRANKLIN CLUB OF CHICAGO

Up to a month ago, the greatest event in printing history was the International Cost Congress of 1909, born of the Ben Franklin Club of Chicago, and its birth month of October in Chicago will go down in history. The Congress proved far-reaching in its influence, and raised question marks in the minds of thousands of printers all over the world.

But greater even than this was the Second International Cost Congress of 1910, held in St. Louis, October 6th, 7th and 8th. Matters that were theoretical a few years ago are now demonstrated truths, and were set before the Second Cost Congress by some of the ablest men in the industry. The harvest was placed in sight of the reapers; the great possibilities of the industry were laid open; and opportunities for progress were placed within the grasp of the printing world.

St. Louis threw open its arms and welcomed nearly six hundred delegates; the business end of the Cost Congress was strenuous, while pleasure was not neglected.

The Delegates to the Second International Cost Congress on the

Soon after the arrival of the delegation from the Ben Franklin Club of Chicago, one hundred and twenty-five strong—on Thursday morning—who bore pennants with "Ben Franklin Club of Chicago" inscribed thereon—the Congress was called to order by Mr. J. A. Morgan, the chairman of the Cost Commission appointed last year. Mr. E. Lawrence Fell was, on motion of Mr. W. J. Hartman, elected president of the Congress; while Mr. Hartman, the honored president of the Ben Franklin Club of Chicago, was elected vice-president.

Mr. Morgan reviewed the work of the year, and pointed out the very widespread interest in cost finding for printers. Letters were read from all parts of the world. An important item in this work was the formulation of a set of blanks and a treatise showing printers everywhere how they could readily ascertain their own costs of production.

Mr. Morgan pointed out that these blanks had been put to use in all parts of America, that in Australia, India, England, Mexico and Canada the blanks were in actual use, leading printers everywhere to a knowledge of their costs of production. The blanks were adaptable to any plant, and if filled out intelligently, would establish the cost per productive hour in any factory, and incidentally show the cost of every job going through the printery. Reports were read from every member of the commission, all showing that marvellous results are already being secured all over the country.

A. M. Glossbrenner, treasurer of the Cost Commission, made a

financial report, showing the expenditure of over $4,600 and a balance on hand of nearly $300. These funds came from voluntary subscriptions from the printers, including Canada, Mexico, England and other foreign countries. Letters were read from many firms, showing the interest in the work of the Cost Commission. Reports from many members in five-minute speeches universally commended the work.

These reports were made by Parsell, of Sioux Falls; Pfaff, of New Orleans; Simmons, of Waterloo, Ia.; Wederkemper, of Louisville, Ky.; Castle, of Oshkosh; Walkenhorst, of Kansas City; Burke, of Norfolk, Va.; and were followed by discussion of the subject by E. Lawrence Fell of Philadelphia, Norris of Chicago, Hirsch of Philadelphia, Girling of Minneapolis, Finlay of Boston, and others. All agreed that a knowledge of cost of production was the salvation of printers everywhere and that it was as necessary to know the cost of labor in a job as it was the cost of stock, the only difference being that in the one case the paper house kept the account and rendered invoice, while in the matter of labor it was too often not kept at all. Both are important ingredients and cost money that must come from somewhere or bankruptcy will follow.

Perhaps I cannot do better, said Mr. Wray, than give two or three samples of these five-minute papers. The first one is by Wm. Pfaff, of New Orleans.

Sward at the Glen Echo Golf Club at St. Louis, October 7, 1910

THE ACTUAL COST SYSTEM IN NEW ORLEANS AS REPORTED BY WM. PFAFF

The printing business in New Orleans reminds me of an incident which happened when I was the Printer's Devil in what was at that time a well equipped shop. The boss for whom I worked did printing for a large and apparently prosperous lumber merchant who had a very poor system of accounting. The bookkeeper of another lumber merchant having a misunderstanding about the settlement of an account and seeing the system, or lack of system, in the first merchant's business, suggested to him to put in a systematic cost accounting, explaining at the same time that he would know how much business he did, what material was on hand, what was delivered, what he owed, what was owing to him and whether he was making or losing, to which the merchant replied very emphatically: "Why, d—— it, man, do you think I want to know it if I'm losing?" Most of our printers would rather not know it.

Some of the printers of New Orleans, however, realize the necessity of cost finding, and have adopted systems which in the course of a year divided into four periods will give them a fixed basis of charge. Several have been keeping a record of the number of hours taken to produce a certain piece of work, and by adding from 33⅓ to 100 per cent think they have arrived at what the work costs them. Have they? I think not.

As there are not many large offices in New Orleans a simple system will fully answer the purpose in most cases. The work in one establishment equipped with eight jobbers, four cylinders, and a force of from sixteen to twenty in the composing room, requires about two hours' time to be ready for the bookkeeper.

We started the standard cost system in our office on July 19, and now we have it fully installed in all departments. We have only the experience of two full months (August and September) and we have learned a great many things. We find considerable work being done too cheaply and on some the profit was—I was about to say excessive, but it is a question in my mind whether profits in the printing business can ever be excessive. However, we are raising the prices on the losing orders, and where the customer will not stand the raise, refusing the work. As to reducing the excessive (?) profits, we are praying for light (?) but have not yet made any reductions.

We intend to preach the gospel of cost in season and out of season and hope to be able to report at the next Cost Congress that the majority of the printers of New Orleans have seen the error of their ways, and adopted a system.

REPORT FROM CINCINNATI BY MR. E. F. WHITE

Until after the Cost Congress, a year ago, there was no general understanding of or interest taken in the subject of cost finding by printers in Cincinnati. Then several firms either revised systems already in use, or installed systems. The results showed the absolute need of co-operation in an educational campaign among ourselves. In March a Ben Franklin Club was organized, and through its meetings letters sent out almost weekly, and two stereopticon lectures, a great interest has been aroused in the subject. We have installed systems in forty-seven shops.

First costs have often been a shock, as many of us have been under the delusion that there were special conditions in our shops. The uncovering of our own defects has developed a fellow feeling that is greatly aiding co-operation in the educational movement and search for cost truth that will before long place our printing business on a proper basis. Already many shops have received great benefits from the system and knowledge of costs, while the general interest and sympathy has caused a decided upward movement in conditions.

THE COST SYSTEM IN LOUISVILLE, BY H. C. WEDERKEMPER

As the conditions in the printing trade have been much the same the country over, and as the remedy must of necessity have some uniformity, there will no doubt be a similarity in these reports from the various cities. So I ask your indulgence, if I but tell you things you have all heard before.

In beginning the report on the work accomplished and the value of cost study, as we find it in Louisville, it may be well to give you first a brief history as to how our Ben Franklin Club was organized.

This takes us, of course, to the First International Cost Congress,

From photo by E. Eggert, St. Louis — View in Shaw's Garden, St. Louis — Courtesy Progressive Printer, St. Louis

L. B. WOODWARD
Woodward & Tiernan Printing Company

S. J HARBAUGH
Greeley Printery

R. T. DEACON
Lambert-Deacon-Hull Printing Co.

Courtesy Progressive Printer, St. Louis — Local Committee, St. Louis Cost Congress

at Chicago, as the beginning of our salvation can be traced directly to that meeting.

The Louisville delegation, consisting of eight representatives, from as many firms, returned home full of the spirit and enthusiasm of the meeting, determined that Louisville should take up the question of cost finding, and attempt to install cost systems, in order to prevent the ruinous competition from which our section of the country *was* suffering, in common with all others. (You note I say "*was suffering*," for since then we have had several injections of "cost system serum," and our pains are considerably relieved. With a few more treatments we expect to effect a permanent cure.)

Meetings were called, plans of organization discussed and by persistent effort the Club finally organized, following closely the plans of the Ben Franklin Club of Chicago.

Mr. Hartman came down from Chicago, and as a result of his talk, increased interest was aroused.

We now have thirty-six members enrolled, and control practically 80 per cent of the printing output in Louisville.

We have our own club room, and meet twice a month with a splendid attendance at each meeting.

As has been the case in all other localities, a great many of the members were very much surprised to find what really good fellows their competitors were.

Blackboard and chalk talks are also a part of our work, and prove so interesting that it is usually quite late before adjournment is thought of.

Twelve establishments, consisting of the larger and medium sized shops, installed cost systems, the result of their summaries are reported each month, and the averages of the various departments posted in the club room, for the benefit of all the members.

These establishments have now had their cost systems in operation some six months, and the averages obtained prove to us the assertion so often made, that when uniform methods of cost finding are used the results will be practically the same. We find that our Louisville averages follow closely, with a few exceptions, those obtained in Chicago, Minneapolis, Milwaukee and other cities.

Since the cost figures adopted as the basis for our estimating (and the results of our cost system proved them to be correct) were a great deal higher in most instances than our selling prices had heretofore been, it was necessary of course that prices be advanced. This strikes all of us in a weak spot, but a majority of our members had been sufficiently inoculated to make the attempt, and as a result we have demonstrated to our own satisfaction that in advancing prices the printer will not, necessarily, lose all of his work, or even the greater part of it.

At several meetings the roll was called and each member requested to state whether he had received any benefits from the organization.

In every instance the members reported that they were entirely satisfied with the results, and expressed surprise at the little difficulty they had encountered in advancing their prices; that they were doing some less work than formerly, and that their profits were greater at the end of each month than heretofore.

They also discovered that in addition to having more money, they were actually able to take an afternoon off occasionally and attend the Ben Franklin Club outings. As a further proof that the loss of business resulting from the study of cost and the installation of cost systems is not ruinous, but profitable, one house reported that after losing quite a number of jobs this year the sales had nevertheless increased $3,000.00, and the pay roll decreased $500.00. Another house reported having lost some work, but notwithstanding this fact the records for this year (with a cost system) as compared with the same period of 1909 (without a cost system) show that the sales had increased $6,000.00 with a decrease in pay roll of $2,000.00.

Now, while these figures are facts, gentlemen, I am not prepared to say that the increase in sales, given in the last comparison, was caused entirely by the advance in prices, as part of the increase might have been due to the fact that higher priced stock was used on some of the work this year.

Nor am I prepared to say that the reduction in the pay roll, in the same instance, was due entirely to the fact that fewer jobs were handled this year, as part of the saving might have been caused by the discovery of leaks, but granting this to be the case, it only proves the double value of a cost system.

Innumerable specific cases could be cited showing the value of cost education, but this would consume considerable time, and no doubt prove tiresome. So I will give you only one example that just came to my notice a few days ago. This is a comparison of four estimates submitted by the same firms on the same catalogue a few weeks ago, as follows:

The estimates for 1908 were:

No. 1.....$2,120.00
No. 2..... 1,900.00
No. 3..... 1,625.00
No. 4..... 1,462.00

Needless to say, the last man got the job. This year the estimates were:

No. 1.....$2,400.00
No. 2..... 2,150.00
No. 3..... 2,300.00
No. 4..... 2,200.00

Note: The difference between the highest and lowest estimates in 1908 was $700.00, or 50 per cent, and this year only $250.00, or 10 per cent. Again, the firm submitting the lowest estimate in 1908, has since installed a cost system, and this year advancee the price 50 per cent.

Here Mr. Wray interpolated remarks as follows:

"At the risk of being called down by Optimist Morgan, I would like to point out that Louisville has done much better than Chicago. At Louisville they have reduced the difference in estimates within two years from 50 per cent to 10 per cent. In Chicago estimates—even among Ben Franklin Club members—still vary the full 50 per cent. What they would have varied without a Ben Franklin Club the gods alone can tell. On a job well worth $1,100.00 a quotation was put in this week for $610. On the same job one machine owner quoted $8.00 a page and another $4.25 a page. Is there any wonder that the buyer continues to shop around? On

Courtesy St. Louis Republic

From photo by E. Eggert, St Louis — Scene in Benton Park, St. Louis — Courtesy Progressive Printer, St. Louis

From photo by E. Eggert, St. Louis — Lily Pond, Tower Grove Park, St. Louis (As seen by Cost Congress visitors) — Courtesy Progressive Printer, St. Louis

another job 300 copies were offered for $2.75, while the composition and lock-up alone were easily worth $3.00, aside from stock and press work. Yes, Louisville beats Chicago when it comes to uniformity of prices; or else the report from Louisville is composed by a writer with a very vivid imagination."

We have been partly instrumental in organizing Ben Franklin Clubs at Lexington, Ky., and Evansville, Ind.

While educating ourselves, we are also educating our customers, and buyers of printing in Louisville are now generally expecting an advance in price when they ask for estimates, and we expect to *convince* them very shortly that they will be compelled to pay more for their printing, or else send it to some benighted region where the cost system has never been heard of.

The conditions in the printing trade in Louisville today are better than at any time in the past ten years.

We have not quite reached the results that Mr. Byron reported from Minneapolis last year, but, we are on the way, and while our bank accounts have been somewhat increased, we were not able to come here this year in a private car, nor write our check for $100,000.00, as was predicted by Mr. Hartman. However, our delegation is practically double that of last year, and we were able to come here in a chartered sleeper—by paying the regular price.

Now, Gentlemen, this will without doubt sound to a good many of you like "New Nationalism," but all we can say is: try a bottle of *Dr. Morgan's Cost System Serum, and be convinced.*

The last sample that I will give you is from Wichita, Kansas:

WICHITA, KANSAS, ONE YEAR AGO AND TODAY, BY WALTER J. WEISS

Wichita sold one year ago hand composition at 60 cents to 75 cents per hour. Cylinder presswork, 75 cents to $1.00 per thousand impressions. Job presswork, 25 cents to 50 cents per thousand impressions. Bindery work, Class A, 50 to 75 cents per hour; Class B at 15 cents per hour.

When the alarm went off at Chicago for the first Cost Congress, we woke up and sent three delegates. After their return, we got busy and endeavored to find *costs*. At the present time we have three plants operating under the complete cost system of the International Cost Commission. Most all of the other plants are taking the findings of these three plants as a basis upon which they figure all work.

Wichita today sells hand composition at $1.50 per hour; cylinder presswork at $1.75 per hour; job presswork at 80 cents per hour; bindery, Class A at $1.25 per hour, and Class B at 50 cents per hour. Our average costs are: hand composition, $1.20½; cylinder presswork, $1.31½; job presswork, 61 cents; bindery, A, $1.00; bindery, B, 40 cents.

We have as a delegation to the Second International Cost Congress at St. Louis, representatives of five of Wichita's leading plants, out of the membership of twelve of our local Ben Franklin Club, and will say, without boasting, that by next year, the time for the Third International Cost Congress, all shops of any importance will have installed the complete cost-finding system. And instead of five members, which attend this, the Second Congress, we will all attend the Third, regardless as to where it will be held.

We universally and heartily approve of the work of the International Cost Commission from the primary move up to the present time, and sincerely hope that the good work will continue and eventually terminate into one world-wide standard cost system.

"EFFICIENCY"

The Congress started in on the program, next listening to a paper on "Efficiency," by A. M. Glossbrenner, of Indianapolis, who instanced a case where after a printer had been forced into bankruptcy, the receiver installed a cost system in the plant and helped it out of the mire. "Install a cost-finding system before the receiver has a chance to do it," was his advice. Over-equipment and under-organization was Mr. Glossbrenner's diagnosis of the trouble with a majority of the job printing plants, and he deplored the feelings of jealousy and unreasonable pride which caused many proprietors to install machinery which they did not really need and which only served to cut down profits. Care in making estimates on jobs so that the price asked would be fair to the customer as well as to the shop was another point, and especially the keeping of complete cost records to serve as a guide for the future management of the business. Only efficiency, he declared, both in men and machinery, could keep a business a profitable one, and he urged those who would make the largest possible returns on the investment to cultivate efficiency throughout the plant. "A man should be paid for what he does," he said in conclusion. "This is not necessarily shown by the time he puts in. The only way to measure what a man does is by measuring what he accomplishes, and only such a system is fair to all concerned." The paper was very intelligently discussed from the floor.

"IMPORTANCE OF MAKING EVERY JOB SHOW A PROFIT"

"Importance of Making Every Job Show a Profit," was the subject assigned to R. T. Deacon, of St. Louis. Mr. Deacon handled the "filler" without gloves, and if his advice is followed there will be little of this delusive nonsense practiced. He advocated letting the machinery stand idle rather than run it at less than cost or even at cost, as in either event the only one that profits is the customer. He declared estimates should be prepared that would produce a profit and that work should be refused at anything less, even if a few jobs were sent out of town.

Mr. Fell pointed out that other manufacturers had a standard price, and there was no reason why the printers' prices should not be uniform. "There is no reason on earth," he said, "why all bids built on the same specifications should not be exactly alike. If efficiency enables one man to produce a job for less than another it was up to the efficient man to keep the difference—the value of his efficiency—for himself. Other speakers in the discussion were Benedict of Chicago, Francis of New York, Herbert of Chicago, Edgell of Philadelphia, White of Cincinnati, Johnson of Chicago, Wallace of Des Moines and Rieg of Kalamazoo.

"PORTLAND COSTS"

F. W. Baltes, of Portland, Oregon, gave a splendid dissertation on "Portland Costs." Mr. Baltes is a wonder in the printing world. He figures work by the pound, square mile, square foot, square inch, or any other way that seems to promise arriving at the result quickly. He keeps a cost system, and has done so ever since he started in business. His talk convinced everyone that he was a past master in the art of price-making, and gets the customer so infatuated with his lightning-like rapidity of reeling it off that he gets the job on a basis that enables him to bill it at a profit. He strongly advocates keeping of costs, close supervision of work and refusing all work that will not produce a profit. His losses have been less than one-fifth of one per cent in bad debts in the last three years; he makes out a check before ten o'clock in the morning on the tenth of each month for every cent he owes. He charges depreciation on his plant monthly and sees that he gets it as well as his salary by depositing this money in the bank to a separate account. And these two items amount to $800 per month. The paper was discussed by Imrie of Toronto, Canada, Brandes of Washington, D. C., Lewis of Chicago, and others. It was also discussed in the corridors and halls wherever Mr. Baltes might be willing to talk.

COST COMMISSION ELECTED

The Nominating Committee brought in their report as to the American Printers' Cost Commission for 1910, which was as follows:

J. A. Morgan, chairman; A. H. Glossbrenner, Indianapolis, treasurer; A. W. Finlay, Boston; F. Alfred, New York; H. C. Wedekemper, Louisville; R. R. Fell, Philadelphia; H. Walkenhorst, Kansas City; C. D. Kimball, Minneapolis; V. C. Simmons, Waterloo, Ia.; G. H. Saultz, Winnipeg, Can.; R. T. MacLean, Toronto, Can.; R. Hamilton, Detroit, Mich.; W. A. Jones, Buffalo, N. Y.; E. L. Stone, Roanoke, Va.; Wm. Bourse, Baltimore, Md.; C. B. White, Seattle, Wash.; F. I. Ellick, Omaha, Neb.; C. H. Brandon Nashville, Tenn.; H. W. J. Meyer, Milwaukee, Wis.; R. F. Deacon, St. Louis, Mo.; L. R. Clegg, San Antonio, Texas; C. O. Barrett,

Cleveland, Ohio; Wm. Pfaff, New Orleans, La.; John Watson, Jersey City, N. J.; W. H. Kissler, Denver, Colo.

In the evening came the smoker, when hilarity became queen of the hour. In the meantime the ladies of the party were being entertained by a committee of the ladies of St. Louis.

THE COST FINDING SYSTEM EXEMPLIFIED

On Friday morning Mr. Ellick, former secretary of the Ben Franklin Club of Chicago, a live wire, and one of the originators of the First Cost Congress, exemplified the Standard Cost Finding System by means of nine large charts. He said that no cost system could run itself; a system was worthless locked up in the printer's desk; and no system would tell the cost of a job before the job was completed. The Standard Cost Finding System was adaptable to any sized office. Cost finding consists in recording the money spent on work and what has been received for the spent money. He traced the system exemplified from its inception by the Cost Committee of the Ben Franklin Club of Chicago through the tri-city efforts of New York, Boston and Philadelphia to the present Cost Commission. Mr. Ellick pointed out that the blanks could be used for a one-man one-department shop as well as for the largest plant in existence, and explained that the cost per hour could be ascertained either on a complete department or on an individual man or machine. He traced a job through every department and then traced its money value through forms 4, 5 and 6 to 9H. Upon reaching this last form he dwelt clearly and fully upon every detail. Mr. Ellick also gave facts and figures to show the low average production of presses and other machinery and eventually said that no matter what system a printer adopts, unless he can fill out intelligently form 9H he really has no system at all.

Discussion brought out many other points of great interest. Among those who took part in the discussion were Rubovitz of Chicago, Dunbar of Kansas City, Green of New York, Gage of Battle Creek, Morgan of Chicago, Meyerson of St. Louis, Imrie of Toronto, Finlay of Boston, Jones of Chicago, Baltes of Portland, Breyer of Chicago, Porte of Fargo, and Southworth of Chicago.

A motion was presented empowering the secretaries to telegraph to President Taft a resolution condemning the reported action of the Postmaster General in contemplating the renewal of the contract for reprinting stamped envelopes free of charge. This was carried unanimously.

During the discussion of the morning, the ladies were treated to an automobile ride about the city, landing them at the Glen Echo Golf Club, where luxurious trolley cars conveyed the delegates in time for lunch.

BUSINESS LOST BUT PROFIT GAINED

Mr. W. O. Foote, Atlanta, Georgia, spoke on the use of cost systems and asked whether they caused a loss of business. He said that when he first learned of the excellence of the Standard Cost Finding System he took the first train to Chicago to learn from the men who really knew. He was old enough to look back over a large cemetery of failures, and yet young enough to begin all over again He pointed out that a cost system would undoubtedly cause a loss of business, but this lost business was of an unprofitable character, while only profitable work remained. All the fool printers were not dead yet, consequently it was not impossible to get work done at a loss. Some printers were like Helen's Babies, they liked to see the wheels go 'round. While a cost system meant a loss of business, it also meant a greater profit on the work done. Fillers were millstones on printers' necks, which would keep them down, but not quite under. He instanced many examples of ruinous acceptation of fillers.

THE PRINTING BUSINESS AS IT WAS AND AS IT SHOULD BE

"The Printing Business, as It Was, and as It Should Be," was handled by Mr. Myerson of St. Louis, who drew vivid pictures of the new generation of printers after cost systems had been generally installed. Mr. S. J. Harbaugh of St. Louis delivered a paper on "Salesmanship," and Mr. Julius C. Kirchner of Chicago gave an excellent address on "Credits." It was listened to with great interest and eventually its recommendations found endorsement in the report of the Commission.

DISTRIBUTION OF OVERHEAD EXPENSES

On Saturday morning Mr. H. W. J. Meyer of Milwaukee dealt with the proper distribution of overhead expense, and lauded the methods the Cost Commission had laid down. In this he was opposed in a few details by Mr. White of Cincinnati, Mr. W. Green of New York, and others.

"STANDARDIZATION"

Then followed the masterful, illustrated address by Mr. H. P. Porter of Boston, on "Standardization." Commencing with a standard hour, Mr. Porter urged for a standardization of a printing hour, a standard cost-finding system in every shop, standard shop practices, standard business ethics, a standard association, and a standard printer.

A NEW, STANDARD, ALL-EMBRACING ORGANIZATION

In the course of his talk on standardization, he reached the climax when he pictured one strong, powerful organization.

Mr. Myerson of St. Louis urged the formation of a new national organization of printers, either on the ruins of all that had hitherto existed, or a new beginning. He thought the psychological moment had arrived when this new grand movement should be launched. He was followed by others who supported such a movement, most of whom desired to see an amalgamation of existing associations. Mr Girling and others opposed the formation of any new body, but were willing to see a closer union of all those now in existence. It was evident by this time that all the delegates were agreed on the necessity for one great powerful organization.

At about this stage—when the situation was somewhat chaotic—Mr. J. A. Morgan arose very slowly and very deliberately, and in his own cool, quiet manner said, "Mr. Chairman, and Gentlemen, it seems to me that this Congress is getting a little 'off its feet;' the Resolutions Committee of your Commission has prepared its report, and it seems to me that this report should now be presented. It will be found that your Commission has provided a way for the perpetuation of this movement, and it seems to me that the Commissions' report is right in line with some of the speeches delivered." Mr. Morgan quietly resumed his seat. Soon afterward Mr. Hartman arose, and said, "Mr. Chairman and Gentlemen, I believe that all this commotion has arisen from a little letter that I sent out to the presidents of the Ben Franklin Clubs of the country about a month ago. I have long hoped that the great good now being accomplished by the Ben Franklin Clubs of the United States could in some way be brought under the scope of a national organization. My sole object was to bring about at no distant date one grand international organization.

"Over and over again—at Kansas City, at St. Paul and in other places, I have expressed my desire that in the near future—perhaps within two or three years—we would be able to organize the Ben Franklin Typothetæ of the world. My whole being is in sympathy with the advancement of the interests of the printers of the country, and I care not what form this new organization takes so long as the interests of the great mass of printers are conserved. The Ben Franklin Club of Chicago is the parent organization of this advanced movement—the movement for the uplift of all printers, independent of any affiliations with other bodies. I stand unreservedly for one grand inter-national organization; it must be broad enough to take in all grades and classes of printers; it must be wide enough in its aims to embrace all who are willing to co-operate for the general good. I stand for one great and powerful international organization and as before, I again give it the name of The Ben Franklin Typothetæ of the World." This again aroused enthusiasm for a combination of forces to be inaugurated at once.

REPORT OF RESOLUTION COMMITTEE

Eventually the recommendations which had been adopted by the Resolutions Committee were read. They are as follows:

We recommend that the Printing Trades Mutual Fire Insurance movement receive the careful consideration of all employing printers.

We recommend that this Congress direct its Commission to consider uniting the printing trades and allied interests into one international organization; and if, in their judgment, such an organization is feasible, they proceed at once to its consummation.

(Needless to say this proposition won loud and prolonged applause.)

We recommend that the work of the Second International Cost Congress of printers be continued by the direction of a Commission to serve for one year and to be known as the American Printers' Cost Commission.

We recommend that this Commission be empowered to raise the necessary funds to defray its expenses, and that a subscription of $10.00 be taken from all present, and others interested in the movement.

We recommend the adoption of the Standard Uniform Cost Finding System as advised by the American Printers' Cost Commission authorized by the First International Cost Congress.

We recommend that the proceedings of this Congress be published and distributed to the delegates in attendance at this meeting and to such other printers as the Commission may deem wise.

We recommend the establishment of a Printers' Credit Association in all localities where practical.

We recommend that applications for the meeting place of the next Congress be made to the Chairman of the Cost Commission on or before February 1, 1911; the time and place of such meeting to be determined by the Cost Commission.

These resolutions were unanimously adopted.

It is therefore the first duty of the new Commission to bring about one great international organization along lines of the work entered into so heartily by the delegates to the two Cost Congresses already held.

RELATIONS OF THE PRINTER TO SUPPLYMEN

On Saturday afternoon Mr. Hartman presided over the Cost Congress by virtue of his office as vice-president, and called upon himself to speak on the "Relations of the Printer to the Supplymen." He struck out fearlessly and boldly against some of the tactics of the machine maker, the typefounder, the paper man, the roller maker, and supply houses generally. He maintained that when machinery had now been produced which could accomplish so much it was altogether unnecessary to falsify statements as to the output of any machine. He instanced the linotype and quoted the publicity agent of the manufacturer as having said that linotype composition could be produced for sixteen cents per thousand ems.

To this kind of advertising Mr. Hartman strenuously objected, for an analysis of results showed that it was not true.

A plant composed of six machines operating over a period of six months, and working two shifts, produced 10,741 chargeable hours (or 70 per cent productive time) at a cost of $25,849.31, or $2.41 per hour. Taking this same record by the number of ems produced we find a product of 48,266,000 ems at the same cost of $25,849.31 gives a cost per thousand ems of 53½ cents.

With such figures as these before them it was altogether unnecessary to falsify statements. The manufacturers can now obtain reliable data as to the product of machines.

A five months' record in a shop with eleven machines gives 1,642 charged hours at a cost of $2,383.00. The number of ems set is 4,558,291. The cost per hour is $1.45, and the cost per thousand ems 43½ cents. The product is 3,560 ems per hour. This is a big production, as 60 per cent to 65 per cent productive time is a good average. This record is from a shop where much publication work is done; which swells the production per hour, and goes to show that in an ordinary commerical shop the production will not reach much more than 3,000 ems per productive hour.

From four statements from four plants, he gave the following costs per hour: $1.49; $1.51; $1.51; $1.49.

These four plants are working two shifts.

Mr. Hartman also went for the monotype people who talked of fourteen cents per thousand ems as production costs; in his plant the cost was 66 cents per thousand ems. He wanted these erroneous statements rectified.

He was not saying one word against any of these machines—they were wonderful inventions—but he objected to erroneous and misleading statements as to their output.

Mr. Hartman urged a better and more systematic co-operation between the supply man and the printer, declared that the advertising methods of the supply men and manufacturers are wrong, in that they misrepresent things and try to make the printer believe that certain machines are capable of doing work at a cost that is out of the question.

Mr. Hartman then tackled the press manufacturers' statement that the average number of impressions was ten thousand per day, whereas every printer who kept any kind of a record knew this was very largely overdrawn—possibly fifty per cent overdrawn. The actual production in a plant with seven presses for a period of eight months was three hundred and sixty-two per hour per press. The average production in actual running time was nine hundred and forty-four impressions per hour.

"I would not lie about the durability of a machine or how cheap it would turn out work if I were selling machines," said Mr. Hartman. "The manufacturer is now paying the freight, cost of putting machines up and running expenses for thirty days. This is unfair. The purchaser should be obliged to make a deposit, because if he thinks the price he agreed to pay is too much at the end of thirty days he sometimes bluffs the manufacturer into giving him a discount, saying he does not like the machine and wants it taken out."

The typefounders were now cutting prices and depreciating type by from 25 per cent to 40 per cent in all the plants in the country bought under the standard prices. It was time they got together, made a fair price and stuck to it. They say they are not making any money, so it is up to us to show them the right thing to do. Let's all be honest with ourselves; if we are dealing with doubters—doubters as to the cost of production—we are apt to become warped ourselves. If the typefounders are not making money, it is up to them to get together, establish a fair price for their product and stick to it.

The paper men were blamed for selling goods to consumers at the same rate and terms as they sold to the printer. The Ben Franklin Club of Chicago knew of cases where the paper man—the so-called wholesale paper dealer—had come in between the printer and his customer. This was evidently wrong, and the sooner the paper dealer realized that the printer was his best friend and customer, the better for all concerned. It was time they all worked together for their mutual advantage. This was one of the great things that could better be accomplished through a national organization.

Mr. Hartman deprecated the establishment by supply houses of printing plants where the dollar-down-and-dollar-per-week principle prevailed. He had no desire to prevent the establishment of new printeries, but he thought that when a new printer had little or nothing at stake he was apt to be very reckless when he went out looking for work for his plant.

In fact, Mr. Hartman desired to see a closer union of the allied interests in the hope that all concerned would be mutually benefited. All the printers asked for was a fair, square deal, and to this they felt they were entitled.

Mr. Hartman's address was exceedingly well received, and found a warm response from every member of the Cost Congress. Some of the delegates thought that Mr. Hartman might have put the case stronger even than he did. Be that as it may there was enough said to make the supplymen present move somewhat uneasily in their seats; and the end is not yet.

Mr. Breyer offered a resolution of gratitude to the band of fifteen who had carried on the work of the American Printers' Cost Commission so capably, so thoroughly and so well. This was passed with great cheering.

Then Mr. Oswald of the *American Printer* delivered the finest impromptu address of the Congress. Mr. Wells, in a neat speech, proffered thanks to the St. Louis printers. Mr. Wilson H. Lee, president of the United Typothetæ of America came all the way from New Haven to join in the great enthusiasm manifested in the

West with regard to the Cost Congress. He congratulated Mr. Hartman on the great work of the Ben Franklin Clubs of Chicago and of the West, and gave many instances from his own experience as to the great good obtainable through co-operative work. A printer had no right to consider himself a successful business man who could leave noth ng but a junk heap for his family. He urged the seizing of the opportunity to bring about a grander organization than ever; he advocated the sinking of local differences and jealousies in the union of all interests for the good of each.

In the evening a banquet was given the delegates to the Cost Congress, and right royally were all entertained. At the banquet addresses were delivered by Stewart Scott, president of the Ben Franklin Club of St. Louis; by C. Porter Johnson; by Thos. L. Anderson, the bright young city attorney of St. Luois, and by Joseph Wingate Folk, the noted insurgent of Missouri. Their speeches were of the usual fiery after-dinner kind so dear to the heart of politicians.

During the evening the visiting ladies offered a resolution as follows:

"That we, the visitors to the Second International Cost Congress for Printers held in the city of St. Louis, October the 6th, 7th and 8th, realizing what it must have cost in thought, in time, in labor and in money to prepare the elaborate entertainments which we have enjoyed, do hereby express by a rising vote of thanks to our hosts, our most sincere thanks, and bid them God speed in the most laudable work they have so auspiciously inaugurated."

This resolution was signed by Mrs. W. J. Hartman, Mrs. J. A.

Morgan, Mrs. Geo M. Gray, Mrs. A. K. Tyson, Mrs. John J, Miller, Miss Bertha C. Hastings, Mrs. E. F. Breyer, Miss C. Schreiner. Mrs. Chas. E. Dickinson, Mrs. Fred L. Smith, Mrs. Fred Scott, Mrs. Julius C. Kirchner, Miss Edith Kingdon Newman, Mrs. Roderick Ross, Miss Bomacher, Miss Helen Pohl, and others.

Thus closed the greatest gathering of printers since Gutenberg gathered them all together under one hat nearly five hundred years ago.

The printing world moved forward fifty years at a bound with the Second International Congress of 1910.

TWO ASIDES OF THE COST CONGRESS

Every hour was filled with instruction and pleasure during the Congress of employing printers at St. Louis. But there were two most enjoyable asides. The first was switched in during the lunch hour on Saturday. The members of the St. Louis Engravers Association had noticed that several out-of-the-city engravers and editors of papers devoted to the craft were in attendance and evidently desired to give them something more to remember, so they quietly invited each to a noon lunch that proved to be a rich and elaborate feast or banquet, and every course was sandwiched in between a speech, so as to mingle the feast of reason and flow of soul with the enjoyment of the pleasures of the palate, so feeding mind and body at the same time, aiding digestion and increasing wisdom, good fellowship and friendship. The occasion proved an interesting Cost Congress in itself, during which many features were brought out as to the advisability of knowing costs and how they are to be ascertained in engraving as well as in printing, and also the entire

practicability of securing good, living prices for work, when it could be shown that such prices were honest and reasonable. The lunch was served at the Missouri Athletic Club and the *Progressive Printer* of St. Louis, said of the occasion: "Practically every engraving house in St. Louis was represented as were most of the visiting engravers from other cities, including Mr. Benedict, of the Globe Engraving & Electrotype Co., Chicago; Mr. Gage, of the Gage Printing & Engraving Co., Battle Creek, Mich.; Mr. Bush, of Bush & Krebs, Louisville, Ky., and others whose names are not retained. Representatives of the Trade Press were honored guests, including the *National Printer Journalist*, *American Printer*, *Inland Printer* and PROGRESSIVE PRINTER. Mr. Gray, of Gray-Adams Engraving Co., acted as chairman, and while a very comfortable menu was being served, the visiting engravers and members of the press were called on for little informal talks. It was really a pleasant surprise party that was very much enjoyed and threw the camera on matters of trade, producing an interesting exposure."

The second aside consisted of an automobile ride through the city and out into Forest Park to the site of the Louisiana Purchase Exposition, with Frank Berry of Woodward & Tiernan Printing Company as a most pleasant and cordial host, and C. H. Hollister of the Chicago Lino Tabler Company, H. W. Thornton, of the Huber Press, Chicago; James Berwick of Berwick & Smith, Norwood, Mass.; E. F. Breyer of the Breyer Printing Company, Chicago; Charles A. Juergst of George Juergst & Son Folder Company, of Croton Falls, N. Y., and B. B. Herbert of the *National Printer Journalist*, Chicago, as guests. The ride through the city and Forest Grove Park, and the visit to the old Fair Grounds proved especially interesting. The return was through beautiful residential suburbs, that showed wonderful growth and splendid modern residences, and then back through far-famed Tower Grove Park, the gift of Mr. Shaw, as were also the exceedingly beautiful and instructive Shaw's Gardens, to the City of St. Louis. The visitors returned from the ride—which was made additionally enjoyable, by reason of a perfect day and the autumnal loveliness of the groves and parks,—with heightened appreciation of St. Louis, its great mercantile and manufacturing establishments, its elegant homes, its solid wealth and the unsurpassed loveliness, perfection and great extent of its parks. Doubtless scores of such automobile rides were given to other guests, as St. Louis hospitality proved too broad to permit any one to be neglected, who could find time to accept added attentions and courtesies.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

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CHICAGO, NOVEMBER, 1910

Because of its importance, we have given large space this month to the Cost Congress. For three or four centuries—or ever since printing became general—printers have been counted as impecunious and unthrifty. They have complained of their hard lot, without, apparently, any understanding of the reasons why a calling that commands the best talents, high intelligence and learning, and that serves all other callings, and through the hands of whose members pass all the knowledge of the world, should be ranked so low and paid so poorly. Now, that the important discovery has been made—a discovery which should render the names of the discoverers immortal—that all this has been because of the lack of any actual system for ascertaining and accurately and definitely knowing the cost of the work, there can be nothing so valuable or useful as spreading abroad the full knowledge of the discovery and explaining and enforcing its use in every printing and newspaper office. We have often been told that one bit of information, or practical suggestion, in one issue of this journal, has been proven worth all the way from $10 to $100. This issue contains $1,000 worth of information to any employing printer who has not already installed a reliable cost-finding system.

* * *

The destruction of the office of the *Los Angeles Times* is a disgrace to this Nation. The result will not be any permanent injury to the *Times* or its owners, nor, in this age and country, is any cause advanced by violence. Those upon whom suspicion has been cast should be most active in seeking out and securing the conviction and punishment of the perpetrators of the horrible crime, that resulted in the killing of twenty-one innocent men and injuring many others. We have never read of any incident more pathetic than that of the funeral of the victims when twenty thousand people attended to show their sympathy with the bereaved families. Five thousand were admitted to the auditorium of the church, while the remainder of the vast throng was packed in front of the building, all anxious to show their detestation of the crime and their sympathy with the bereaved. Twenty-one widows in deep mourning, surrounded by their fatherless children and the parents of the dead employes, occupied the center of the church, and the employes of the *Times* filled the rest of the main floor, while the galleries were packed with the sympathetic citizens and sobs were heard throughout the vast audience. All the ministers of the city were on the platform. Rev. Robert J. Burdette stepped forward and offered a prayer full of feeling, and then called on each of the clergy to perform some part in the service. Music was interspersed with prayers, but always was there heard the sobbing of the bereaved.

So broadly, in every newspaper of the United States and in every newspaper of the world, has the account of this terrible crime been given, that we have not thought it necessary to repeat the sad story, as news, but wish only to call attention to the terrible results of such an offense, in this country, against law, liberty and humanity. Our readers will all be wholly in accord with the sentiments and expressions of the famed, kindly and everywhere beloved Dr. Robert J. Burdette, when he called the roll of the dead "Martyrs of a fiendish hatred who gave their lives on the altar of duty," and exclaimed:—

"And they ask us to be calm. Face to face with these mourners, robbed of that they held dearest, on this earth by the fiendish act of the dynamiter, how can mortal be calm? May God give us strength to clean this fair earth of that curse, the assassin who slays and destroys with dynamite. Lincoln was shot in the back, Garfield was slain by a bullet in the back, McKinley was killed by the bandaged hand that he had reached out to grasp in friendship. Always it is the same—the cowardly assassin."

The preacher called on God for justice. He begged that there be left no place on earth or in heaven above or hell beneath for the skulking dynamiters.

There is a satisfaction in the fact that men were found, at once, heroic enough to man a subsidiary plant that had been provided, and that the issue of the paper was not even stopped.

At about 11:30 o'clock Sunday night, September 25th, fire was discovered in the South Coffeyville, Oklahoma, Times building, and soon made a complete wreck of the building and plant. Absolutely nothing was saved.

There seems no question but that the fire was of incendiary origin, and valuable clues are being worked upon.

The Times is being printed temporarily in the plant of the Coffeyville Journal, in Coffeyville, Kansas, and will be established in the new Etchen building in course of completion.

The Silver Anniversary Number of the American Printer

The *American Printer* issued a most satisfactory Twenty-fifth Anniversary number in July. We had intended to remark thereon at the time, but the artistic beauty, completeness and preciousness of this splendid issue of a journal of such high grade must have proved too great a temptation to some enthusiast in typography and its history. At least our copy disappeared from our desk, and was too big and good, characteristically elegant in every way to have been taken without knowledge or by mistake. However, we forgave the offense and, meeting the publisher, Mr. Clyde Oswald—who is a prince among men of high worthy character,—at the Second International Cost Congress, in St Louis, we secured another copy, brought it home, and put it under lock and key. Well, it is all worth while. The artistic features cannot here be described, only so far as to say that the printing and illustrating, the composition and press work show the very highest that is possible to attain in the most advanced, modern, up-to-date typographic productions. The contrasts given, in perfect word pictures, of the workers and printing conditions in the near past,—a time within the memory of most employing printers of today—with those of the present, furnish enlightening, and pleasing views of the changes and improvements that have been brought about within twenty five years. These contrasts are appropriately set forth in the first or leading article, under the caption of "The Printer of America," by J. Horace McFarland. A turning back of Memory's tablet to only twenty-five years ago will afford to most of us distinct remembrances of the crudities of that not remote time, and we do not need to accentuate the contrast here by repetition or description. The recollections are sufficiently somber and impressive for effective contrasts with the present improved conditions pointed out by Mr. McFarland, under the sub-captions "Advance in Dignity and Reward" and "Higher Education." The views presented are illuminating and encouraging. This is a copyrighted article, but we are going to risk a couple of brief quotations. After referring to the gettings together, a quarter of a century ago, "all too usually at an internal irrigation plant, where the fluid was not aqueous to any extent," he says: "Again one may close his eyes and open them upon a modern convention to deal with the cost of product or of a meeting of the United Typothetæ of America. He will see clear-eyed and clear brained men dealing courageously with the advancing of trade and realizing, at least in part, the importance of the graphic arts and the necessity for every reason of advancing them in materaial reward. He will hear papers discussed on education and shop ethics. * * * * This present-day master printer is beginning to have his eyes opened to the need not only of a better appreciation of his dignity and importance in the world's work, but, also, of higher education. * * * * * The master-printer who is to score the advances of the next twenty-five years in the graphic arts is to be educated in some or the educational institutions which, following the lead of Harvard University, will take up courses in printing."

Then there is "A Historical Ramble" opening in a humorous vein, as to the early origin of the art and then glancing at the advances made since and by reason of the coming of the telegraph and the steam press, followed by the point system in types, the typesetting machines, system in all things, and so on, to wonders yet to come. Then there are historical and enlightening articles on "The Higher Typography"; "Lessons the Typographer May Learn from the Past"; "A Typesetting Contest in 1885"; "Why Hand Compositors were Frightened in 1885"; "A Typographical Study in Retrospect," by the honored and acknowledged dean of the craft, Theodore L DeVinne; "Type Making in the United States," by Henry Lewis Bullen; "Reminiscences of an Ink Maker," by Sigmund Ullman; "A Look Into the Past of the Ink Industry," by L. A. Ault; "Changes in Paper during the Quarter Century"; "Art," by Will Bradley; "The Use of Color in Printing," by Will Bradley; "A Quarter of a Century of Press Work," by S. H. Horgan; "Printing Presses in America—1885-1910," by Henry Lewis Bullen; "Progress in Book-binding, as Reflected by the Government Bindery in Washington," by Robert T. Frailey; "Changes in the Methods of Book Binding," by Arthur L. Ralston; "A Survey of the Newspaper Field," by Clifton S. Wady; "Twenty-five Years of Book Publishing," by Charles H. Cochrane; "The Trade or Technical Press," by Emerson P. Harris; "The Life Story of the American Printer"; "The Development of Advertising," by George French; "Familiar Advertisements of a Quarter Century," by Horace Dumars; "Yesterday and Today in the Typography of Advertising," by S. Roland Hall; "The Printer as a Business Man," by George E. Wray; "Statistics of the Printing Trade—1885-1910," by Andrew J. Benton; "The United Typothetæ of America"; "Work among Employing Printers," by Daniel Baker; "The Printers' Board of Trade," by E. F. Hamon; "The Printers Cost Commission," by J. A. Morgan; "The Printing House Craftsman," by J. C. Morrison; "The National Association of Employing Lithographers," by Frank A. Stecher; "The International Association of Photo-Engravers," by H. C. Stiles; "The Associated Press," by Melville E. Stone; "The Associated Advertising Clubs of America," by Samuel C. Dobbs; "The National Editorial Association," by J. P. Baumgartner, with editorial introduction; "The Federation of Trade Press Associations."

We have given this enumeration of topics treated, not only to show the comprehensive manner in which the whole field was covered, but also because these subjects alone, or in themselves, have a broad educa-

tional value. They teach or suggest not only the progress that has been made in the last quarter of a century, but they call to mind and awaken recollections as to all the efforts that have been put forth, by individuals and through organizations, for advancement and improvement along every line and in every branch of the calling; the methods used and the splendid achievements reached. It is worth while to have been a printer or publisher during this golden quarter of a century of attainment and it is a great and substantial pleasure to have been in touch with the splendid men in all departments of the printing craft during this period, to have had a part in the advances made and, in some slight degree, to have aided the workers and, in a large measure, to have recorded their accomplishments.

A Model Newspaper and Printing Office

The Fulton, Missouri, *Gazette,* owned by Ovid Bell, past-president of the Missouri Editorial Association, has just completed and moved into a home of its own in that city. Perhaps no county newspaper has a better constructed and better arranged building for its use than the *Gazette's* new home. It was specially planned by Mr. Bell for a newspaper and printing house and is modern in all its details. The features of it are light from all sides, plenty of ventilation, steam heating, and all the conveniences necessary for the comfort and health of the employes.

The building is 34 x 86 feet in size and one-story high above the basement. The business office, reporters' room, editor's room and composing are on the floor above ground and the press room and heating plant are in the basement. The basement is above ground on two sides and windows and area-ways on the other two sides make it as light as the rooms above. The foundation and walls will support three more stories and they can be added easily if they are needed.

Native stone, cement and red paving brick are the building materials with trimmings of Bedford stone. Structural iron was used in the building and although it is not wholly fireproof the danger from fire is reduced to the minimum. The business office contains a large fireproof vault with a storage for files, books and papers.

The busines and editorial rooms are finished in quarter-sawed oak. The business office has a tile floor. The basement is plastered with cement and is waterproof.

The composing room contains twelve windows, 4 x 8 feet in size, and every corner of it is perfectly lighted. The basement is lighted from every side. The press room is more than half out of the ground and is amply lighted for every requirement. The room is floored with granitoid, and the walls are cement plastered, making the room perfectly dry.

The building stands at a street corner, and, besides having a street on two sides, has alleys on the other two sides. No other building can ever be built closer than 22 feet 8 inches of it. This insures light for all time.

The house has a stone foundation. The brick walls are 18 inches thick and laid in cement. The roof is metal shingle, in close imitation of tile. It has a steam heating plant.

Mr. Belle is very proud of the fact that there is not a cheap thing about the building. He says that he built it for a home for the Gazette and he felt that the paper was worthy of the best to be had. He expects to own the Gazette as long as he lives and he wants the paper to have a comfortable and substantial home for even a longer time. The building is the realization of a dream twenty years old. Back in his printer's devil days he made up his mind that he wanted a newspaper like the *Gazette* and a home for it like the *Gazette* building. Of course the plans changed many times—nearly as often as he visited a good establishment—but he feels that he has something that is convenient, substantial and comfortable.

Mr. Bell rejoices more in the fact that the building is strong and will endure for many years than in anything else connected with the structure. When he planned the building it was with the thought that it should be his business home throughout the remainder of his life and that it should survive and be substantial and useful after his death.

The plant is equipped with standard Linotype, five printing machines, including two cylinder presses, and the other machinery and material necessary for an up-to-date printing establishment. The printing department specializes on college work and is liberally patronized by Fulton colleges, as well as by others in the state.

The *Gazette* is issued weekly. It has been owned by Mr. Bell since March, 1901. He is now planning a large, illustrated souvenir edition to be issued in March, 1911, in celebration of the tenth anniversary of his proprietorship. The paper was established in 1877 by Judge N. D. Thurmond, now circuit judge, Dr. J. J. Rice, professor of history and political economy in Westminster College, and James I. Nichols. It has always been democratic in politics.

In recent years the *Gazette,* which is one of the strongest county newspapers in the Middle West, has become known specially for its local farm and stock news department. The department was established in 1902 and has been successfully maintained since that time. A page is devoted to this kind of news each week and to this feature is attributed much of the popularity of the *Gazette* at home.

$240 in Prizes for Printers

The letterhead competition conducted by the American Type Founders Company through its publication the *American Bulletin,* drew out 792 entries. The winners of the seventeen prizes are: E. A. Frommander (with Desaulmers & Co.), Moline, Ill., $50; J. F. Tucker (Marsh Printing Co.), New Philadelphia, O., $40; W. W. Benson (Eugene Smith Co.), Aurora, Ills., $30; Charles C. Doyle (Britton Printing Co.), Cleveland, O., $25; A. A. DeMutte (Blackford & Creighton), Findlay, O., $20; Percy Aikin (Rogers & Co.), Chicago, $15; L. H. McNeil (Blackford & Creighton), Findlay, O., $10; and J. Henry Dye (Dye's Press), Angola, N. Y.; Albert G. Ernest (R. H. Conner & Co.), Buffalo, N. Y.; Howard C. Hull (Hackney & Moale Co.), Asheville, N. C.; Charles H. Lekicier (University of Chicago Press), Chicago; Claude S. Long (Commercial Printing Co.), Raleigh, N. C.; P. H. Lorentz (Knight Errant Co.), Buckhannon, W. Va.; George Macbeth (R. H. Connor Co.), Buffalo, N. Y.; Henry T. Morgan (Sterling Press), New York City; S. A. Newcomer (Ptg. Dept. Singer Manufacturing Co.), Elizabethport, N. J.; B. O. Thumberg (Thos. Todd Co.), Boston, Mass., $5 each. The portraits of the seventeen successful competitors and the names and addresses of all competitors will be printed in the November issue of the *American Bulletin.*

MORE WORK THROUGH PUBLICITY

Address all communications to Winfred Arthur Woodis, 58 Front St., Worcester, Mass.

IN taking up the duties and responsibilities of a department of this nature, one feels, at first, hesitative in regard to his first "What to Say." Not having any available material, at this time, to pass comment upon or to assist in any way, makes one feel more so. Perhaps an introduction of one's thoughts toward "Publicity" would not be amiss at this time. Having made the acquaintance of most of the readers of this publication on previous occasions, I feel it a pleasure to be able to take up the work that is to be mine from now on.

This department is a broad one, looking at it from various standpoints. We Americans are a people of promotive theories and practical ideas. To lay out a Publicity campaign is an interesting proposition; to get the practical results is another thing, largely dependent upon the "staying-with-'em" through clever, silent salesmanship.

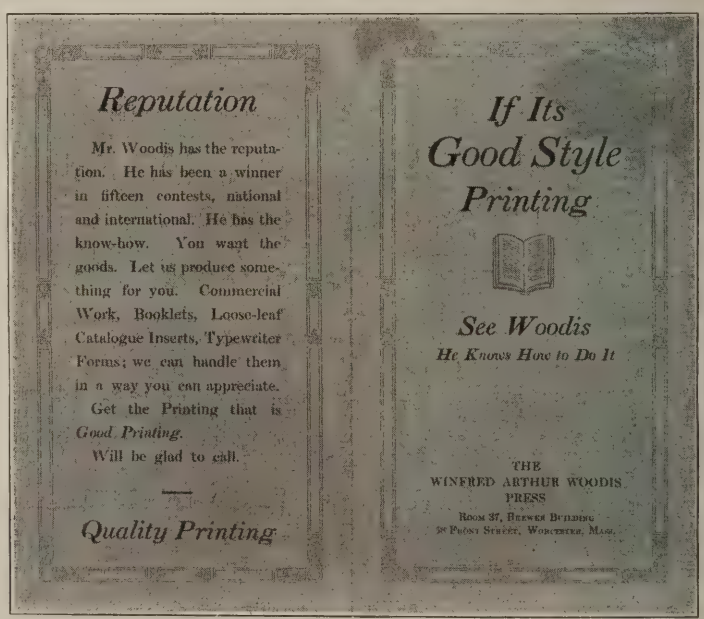
Publicity is the sure means of a successful business career in these days of competition and the heavy rush of the short business day. The energetic business man must reach his customer in a personal way and frequently. If he does not, his competitor will. A busy man cannot spend much time in personal conversation, then again, it is not always convenient and frequently impossible to improve an opportunity presented to investigate a new proposition; when a representative calls to demonstrate or explain even a really meritorious article or to secure business. The representative is handicapped by not having had a previous introduction in any way, or any previous presentation of the matter into which the buyer might have looked at his leisure. This alone spoils many a good chance for a sale or a profitable day's business.

With your printed literature and the mail, it is an entirely different proposition. Your circular advertisement, or printed matter is received in the morning and is opened with the mail and is placed in its proper classification with the day's business. Matters of an immediate and important nature receive first attention, then follows the other in its order. Your advertisement, circular or advertising literature is taken in due time for perusal. There is a temporary relaxation from the crowding moments for reading of this nature. But, time is valuable. Perhaps your silent salesman gets a three-minute audience. Now is your chance. It is the time to talk, and you want to talk for all you're worth. Don't try to force a volume of matter into a four-page circular. It is uninteresting and certainly tiresome. Make every word count. Let the argument be plain and to the point. Short sentences. Be brief—it will be appreciated.

A simple and profitable way of advertising, used by the writer recently, has well repaid the efforts put into it. A new business was established. The first circular was along the lines of a personal and general introduction, set up in a plain style, yet in a way to create an interest. Then a following circular with a 'phone card, both of a snappy nature, was used a week later.

Your brief circular should be an introduction and should be made up in an attractive form. Make it a two or three minute talk, then a good morning. In a few days or weeks meet your prospect in the mail again. Your follow circular, which should be a snappy appearing piece of printed literature. It brings him back to the introduction in which you had presented your goods. An acquaintance of a permanent nature has been made between you which might ripen into a profitable business relation. Now is the opportunity for a personal call. Your two or three minutes time devoted to the personal solicitation has worked out to a good advantage. You are acquainted before you meet. Let this be followed up by little reminders in the form of small circulars, calendars or blotters and the like. They will "earn their salt" with good results.

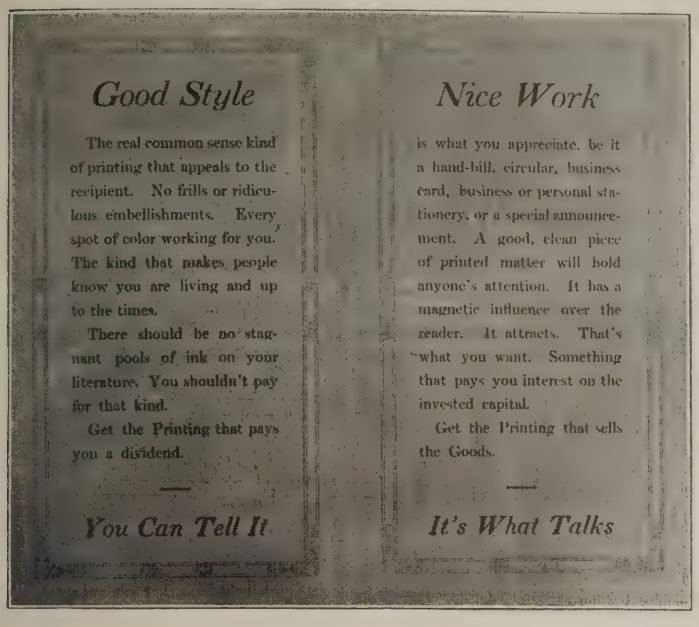
A circular the writer has used as a follow-up to an introductory announcement with excellent results is shown in the reproduction below:


Reputation
Mr. Woodis has the reputation. He has been a winner in fifteen contests, national and international. He has the know-how. You want the goods. Let us produce something for you. Commercial Work, Booklets, Loose-leaf Catalogue Inserts, Typewriter Forms; we can handle them in a way you can appreciate.
Get the Printing that is Good Printing.
Will be glad to call.
Quality Printing
If Its Good Style Printing
See Woodis
He Knows How to Do It
THE WINFRED ARTHUR WOODIS PRESS
Room 37, Beehive Building
58 Front Street, Worcester, Mass.

Fourth Page First Page

There are numberless things to be considered in the printing and usage of Publicity literature. It seems to me that one of the most vital one is quality of the printed matter that is placed before the public. Good, plain printed matter is the opening suggestion. Prevail-

ing styles of typography should be carefully looked into. The printed form should have something in the way of an attractor. It may be in the stock selection, perhaps the typographical effect, or possibly the color


Good Style
The real common sense kind of printing that appeals to the recipient. No frills or ridiculous embellishments. Every spot of color working for you. The kind that makes people know you are living and up to the times.
There should be no stagnant pools of ink on your literature. You shouldn't pay for that kind.
Get the Printing that pays you a dividend.
You Can Tell It
Nice Work
is what you appreciate, be it a hand-bill, circular, business card, business or personal stationery, or a special announcement. A good, clean piece of printed matter will hold anyone's attention. It has a magnetic influence over the reader. It attracts. That's what you want. Something that pays you interest on the invested capital.
Get the Printing that sells the Goods.
It's What Talks

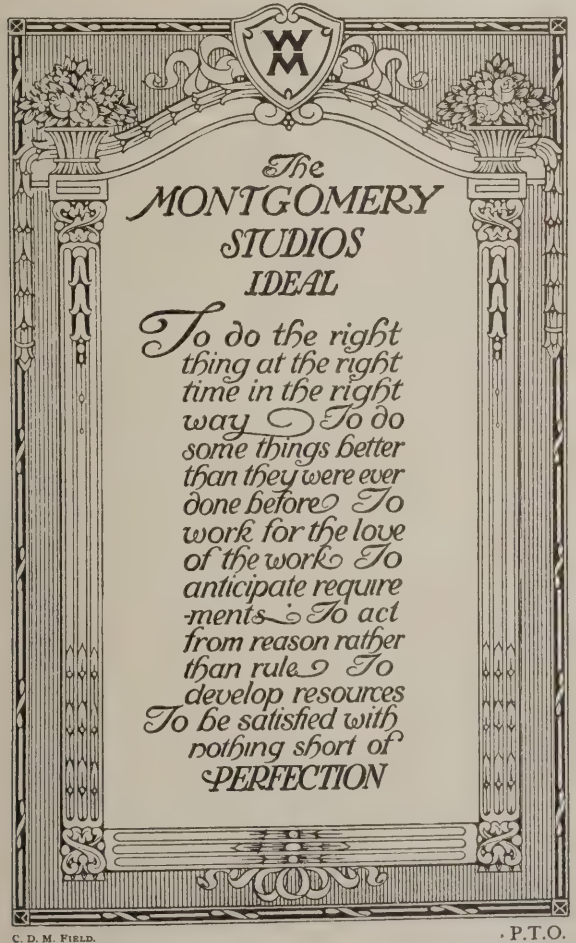
Inaide Pages

scheme. It must be different so as to be noticed from the ordinary and be separated from other literature like "wheat from the chaff." Let it appeal at a glance. Perhaps a word or two on the front cover would do the work of a hundred on the inner pages. Don't open your conversation with misleading phrases. It pays to be frank. These are only a few suggestions. There are hundreds of ideas in the way of "Publicity," all of which are good, each filling its own respective missions.

I hope to be able to discuss these ideas and schemes in a more interesting manner, with a display of printed forms from friends of this deparement in following issues. Perhaps our ideas will not always be mutual (I hope they will be) but I sincerely wish that everything discussed pro and con will be for the material benefit of all participating in the privileges of this department.

I will be pleased to receive printed matter of a publicity nature from all interested. A good heart-to-heart talk through this medium will prove beneficial to all. It is the means of building up good sane and sound business principles. We can all be students of publicity. There is something new in this field every day. Ideas and schemes that seem invaluable today are supplemented by better and more far-reaching plans of the days to come.

W. S. Montgomery, of the Greenfield, Indiana, *Republican,* has gone into the insurance business at Hood River, Oregon. He attended the Buffalo, Hot Springs and St. Louis Conventions of the N. E. A. His son James, who was a delegate to the St. Paul Convention, is editing the Hood River, Ore., *Glacier.*


The
MONTGOMERY
STUDIOS
IDEAL
To do the right thing at the right time in the right way To do some things better than they were ever done before To work for the love of the work To anticipate requirements To act from reason rather than rule To develop resources To be satisfied with nothing short of PERFECTION
C. D. M. Field.
P.T.O.

An Ideal
Is an important possession for any man, particularly for an artist,
BUT the ideal is of little use without a sincere desire to approximate to it by careful and persistent effort. This careful and persistent effort, together with the long experience and the high standard of skill prevailing in the
Montgomery Studios
ARE AT YOUR SERVICE
DESIGNS
CATALOGUES
SHOWCARDS
BOOKLETS
POSTERS
NOVELTIES
REPRODUCTIONS
LINE, HALF-TONE
LITHOGRAPHY
AND ALL THE
NEW COLOUR
PROCESSES
HIGH-CLASS PHOTO DRAWINGS, ILLUMINATED ADDRESSES
and all the varied Art Work required by the modern Printer.
A SPECIAL STUDY
Is made in these studios of the dress and equipment of that important part of the progressive printer's work, viz.:—
THE "SILENT SALESMAN."
The Catalogue, Booklet, or Calendar, which, bearing upon it the impress of taste and understanding, finds its way to a possible buyer's desk, and is treated with the respect due to its appearance.
We shall be pleased to submit you designs for Catalogues or Showcards on special terms for the first order.
Address your instructions NOW to the
MONTGOMERY STUDIOS
BERRIDGE ST., GREYFRIARS, LEICESTER.
TEL. No. 1798.
¶ It is hoped that you will find the sentiments expressed on other side worthy of a few square inches of wall space in your office.

Specimen of Effective Card Advertising in Great Britain

"Standardization"

BY HENRY P. PORTER, BOSTON, MASS.

THE Printing Business has reached a point where its future is largely dependent upon the decisions and accomplishments of the present. The preceding years have been years of gradual development both mechanically and educationally and now, today, the printers of this country, are confronted with an all-important problem, namely that of classifying, card indexing and standardizing the accumulated results of the past, in order that the greatest good may be obtained from the activities of the present, and a certain, substantial and progressive basis established for the future.

Standardization, as applied to our present purpose, means the establishment of defined units of reference, or rather the acceptance of certain forms, types or combinations as a correct basis of comparison. It means the winnowing of the good from the bad of business experience, an official certifying to proven methods and processes, and an arrangement, in orderly fashion, of accumulated printing wisdom.

The Gregorian calendar recognizes a standard year of twelve months, which are sub-divided into weeks, days and hours, the standard hour being again divided into standard minutes and seconds. So that when we say we consumed an hour doing thus or so, the whole world immediately recognizes an hour of sixty standard minutes units.

Time is the most precious posession of mankind. It may be never-ending and its duration impossible of conception except by infinite God, but the time allotted to a generation or to you or to me is indeed limited—it speeds on without inerruption and the use or mis-use which we make of it is certainly balanced in the debit and credit of life whether that life be computed by financial, physical or spiritual standards.

Thus we are confronted most seriously with a life problem—that of time utilization—and in accordance with our understanding of the value and purpose of time, so will our life be a success—or otherwise.

This Cost Congress is again in session with an attendance of serious-minded printers who seek to improve the conditions of their craft, and which we all agree can best be done by interchange of experiences and ideas; the adoption of uniform rules for conducting our common business; and an attempt to standardize, in-so-far as is possible, the various processes which are essential in the manufacture of our product, and, as time is the greatest factor with which a printer has to deal, to ascertain its cost so that this primal element of printing manufacture may be determined and fixed as a standard.

But time is not the only thing which should engage our attention when we contemplate Standardization. Other very important matters naturally rise to our vision and cry aloud for consideration if Standwardization is to be attempted in the kingdom of prining, and if you will pardon me I shall endeavor, in this paper, to point out what, in my humble judgment, should be considered by this Congress when contemplating "Standardization."

First, let me enumerate just a few of the things deeply concerning the printer which are today demanding Standardization, after which we will briefly consider each:

1st. *A Standard Printers' Hour*—not the universally accepted hour of sixty minutes, but the commercial, saleable hour with which the Printer has to deal;

2nd. *The Standard Cost of a Printers' Hour*—not theoretical cost, but actual cost upon a money value;

3rd. *A Standard Cost Finding System* whereby the cost per hour or per unit may be accurately determined.

4th. *Standard Shop Practices* which materially affect both the Standard Hour and the cost of that hour.

5th. *Standard Business Ethics* the establishment of a reasonable code that shall determine our general contractural relations with the buyer.

6th. *Standardized Processes of Manufacture.*

7th. *Standardized Co-operation between fellow Printers—and between Printers' and Allied Tradesmen.*

8th. *A Standardized Association* that shall be truly representative and worthy of the great and important trade of Prining; and finally:

A Standardized Printer—one who is not merely an animated biped but a *man*—an intellectual force—a leader in the commercial activities of life.

In making analysis of the matters requiring Standardization, let us take them up in the order as enumerated, and let us also put aside, for the moment, all our preconceived ideas about these topics and approach the consideration of them with open, unbiased minds.

First, The Printers' Hour. As employers we purchase, at an agreed upon rate per week or per hour, the time service of our employes, and this time which we purchase is sold to us at a rate of payment based upon sixty minutes to each hour of employment. But how many minutes of *saleable* time do we actually receive? And the determination of this question, the establishment of a "commercial" hour—based not upon exceptional conditions, but a determination based upon a large number of plants, engaged in the various processes of printing manufacture, and under normal day-to-day conditions—should give us a reasonably accurate answer.

Although time, as befors stated, is the most precious of all possessions, it is, nevertheless recklessly wasted by all of us—and our employes are no exception. If you will but consider the many stoppages and interruptions which are constantly occurring, even under the most ideal conditions, you will readily understand that although you *purchase* sixty minutes to each hour, you are, because of this inevitable wastage, enabled to *sell* only a portion of the time purchased.

There are stoppages or interruptions to productive work in every department of every printing plant, of which waiting for copy or forms, waiting for stock, ink, sorts or instructions, hunting for sorts, re-erecting pied matter, de-ciphering illegible copy, tardiness in beginning work, haste to stop work, idle talk, willful loafing, inadequate heat, poor lighting, uncertain power, over equipment and lack of work are but a few of the many causes which cut down the productive minutes of every hour. And although the average employe contributes his share towards this diminished time-product, he is by no means the only one responsible, because, do what we will the peculiarities of our common busines make it a practical impossibility to eliminate all this wastage.

There are times, of course, when under exceptional or "rush" conditions this wastage is reduced temporarily to a very close minimum, but a series of yearly records, accurately kept will disclose as great variation as does the barometric needle upon the face of a temperature dial.

Therefore, a Printer's Hour considered from the standpoint of *saleable* time, is radically different from the hour shown by the clock face and a correct understanding of this fact is, in my humble judgment, of vital importance to an employing printer.

Many a printer has met financial shipwreck because he did not realize this important fact and when Standardization in the Printing business is attempted it is incumbent upon us to give serious thought to this weighty matter.

I have heard Printers debate this question on several occasions and there is a wide diversity of opinion—especially among those who do not keep accurate records of all time wastage. I have heard "guesses" made that varied from a ten per cent time wastage to 40 per cent. But against this "guess-work"—which heretofore has been a conspicuous method among printers for determining the various printing problems—we have the precise and quite accurate records of many well-organized shops and their results show a general average of fully thirty per cent. Think of it! An industry standing seventh among the classified industries of this country, and thirty per cent of its total time consumption is unproductive. There may be other industries with a similar time handicap upon their progress—and if so they can well appreciate the peculiarities of the printing business—but nevertheless this three-days-in-ten loss should be critically studied and this Congress, whether accepting as fact a commercial, saleable printer's hour of forty minutes as against the purchased hour of sixty minutes, or not accepting it, should institute an investigation as a first step to prescribe for its reduction.

Second—The Cost of a Printer's Hour. It is the first rule of general business to make all purchases upon a profit-producing basis. In the printing business, however, this rule has been generally ignored, and in consequence the financial standing of the average employing printer has been such as not to provide any special reasons for boasting.

The two problems facing every Printer's estimate, man is first, how much time will be required to do a given job, and second, what will be the cost of this time. We have all heard of that old rule (almost standardized because of its general use), that the time-cost of a job can be easily determined by doubling the wage-cost. For instance, if the wage-cost per hour for composition is 40 cents, add 40 cents more for all other expenses and the resultant 80 cents is a reasonably accurate cost per hour for the time consumed. This rule might be nearer the truth if this 80 cents was understood to be only the bare cost of the producing time, and did not include the very considerable total of non-producing or non-saleable time which we discussed a moment ago when considering the Printer's Hour.

The Cost of a Printer's Hour is made up of many actual and tangible costs which have got to be accurately determined and

apportioned. The Cost of a Printer's Hour is more than a total of the wage-cost and general expense of a producing hour—it must also include its proportion of all non-producing time, and any printer whose costs do not include this large cost-governing feature is maintaining his plant under a misconception of incontrovertible facts.

There is no question about a diminished cost with a highly productive plant—but all plants have their maximum and minimum producing seasons, and sales made upon the cost of maximum productions are bound to be the cause of large losses, while quotations based upon the cost of minimum production would be considered grossly excessive by the buyer, and the printer so quoting would be apt to seek work in vain. It is the accurate "average" (shall I call it?) that is your real, standard manufacturing cost. And in this connection please bear this equally important fact in mind that a printer who is burdened with too much plant, or who operates his plant under non-practical or unbusiness-like conditions cannot transact profitable busi nes upon any standard cost—because his cost is very materially in excess of a correct cost and his selling prices must be made, if possible, upon a correspondingly higher basis. Of course, every plant must find out its individual costs—which alone are "standard" to that particular business — but it is even more desirable to have an official, standardized cost which not only is clearly possible, but in fact ought to be determined.

Some ten or twelve years ago, Mr. J. Cliff Dando, a Philadelphia printer, published his ideas on this subject in a volume entitled, "Fundamental Principles of Ascertaining Cost of Manufacture"; doubtless many of you are familiar with this book,—if not, you really ought to read and study it. Let me quote a few of its sentences:—

1. "What we need is a standard hour-cost and a standard hour."
2. "One man's opinion will always be as good as another—until we stablish a standard."
3. "There would be terrible confusion if we had no standards of weight and measure—there certainly is confusion because we have no standard hour cost."
4. " Standard hour-cost and a standard hour-value, established by a consensus of opinion, would be more valuable than any actual record."

After publication, a few years ago, of the results of the cost investigation of the tri-city Boards of Trade of New York, Philadelphia and Boston, which showed the average department costs of those large printing centers; much surprise was expressed because the individual costs of these cities were so nearly uniform. In some departments the costs per hour were almost identical—in others only a few cents difference. But since the publication of these figures other cities and printing communities have compiled similar costs with the result that a practical uniformity in manufacturing costs is observed.

I have seen careful cost statistics as compiled by far Western cities, Middle West cities, Eastern, Southern and Northern cities and the average difference in cost for the various printing departments is small indeed. And after all this is not so remarkable. In the printing business there are certain fundamental department processes of manufacture which affect all printing wherever done, the wage cost and supply cost is about the same while the general operating expense of necessity must be within a normal average. So, gentlemen, there is no sufficient reason, in my mind, as to why we cannot agree upon a Standard Hour-Cost, and I would suggest that this Congress undertake to establish it.

We now come to a consideration of a *Standardized Cost Finding System.* Of course, we can have no standard hour-cost or standard hour-value unless we have a system for ascertaining this cost and value, and any cost finding system which is worthy of the name must accurately determine ten fundamental things for each printing department:

1. The number of purchased units or hours.
2. The number of sold units or hours.
3. A proper record of all productive time.
4. An accurate register of all non-productive time.
5. An accurate accounting and audit of all expenses, both department and general.
6. A proper distribution of all general or overhead expense.
7. A record of all stock and supplies and the charging of same to proper account.
8. A detailed total cost for individual jobs.
9. A department summary showing periodical department costs and credits.
10. A final analysis showing all time and other costs accurately apportioned to departments; also showing totals of all sold time and provision for determining the hour or unit-cost.

Of course, several of these necessary fundamentals must be sub-divided in order to obtain the desired cost-information, but no matter how you undertake to go about it—whether with a few simple slips or with a multiplicity of forms and blanks, you must obtain accurate information upon these ten points or your system is faulty and unreliable.

During the last few years, since the printers of America have awakened to the great necessity of cost finding, many systems have been offered, some good, some bad, many indifferent. Sveral systems have been devised under Association conditions—others by private enterprise and made marketable commodities. All deserve commendation because all are tending to educate the printer to a realization of the real reason for his financial weakness, namely, the lack of definite knowledge on cost of manufacture.

Probably the systems which are today best known to the printers of this country, by virtue of the fact that each was the result of coöperative work upon a large scale by representative printer's associations, also because they have received extensive advertising through association work as well as generous consideration by the trade journals, resulting in a wide, free distribution as an educational movement—are first, the system devised by the three coöperating Boards of Trade of New York, Philadelphia, and Boston; second, the system sent broadcast by the United Typothetæ of America, and third, the Standard Uniform Cost-Finding System devised by the American Printers' Cost Commision which was authorized by the First International Cost Congress that met last year in Chicago.

I do not know how far I should go in this paper in discussing the merits and weaknesses of each—neither do I know whether it is incumbent upon myself to even discuss them at all.

Probably there are many scores of each system actively in use and doing acceptable service and for this reason criticism would be, perhaps, harmful—but this much can be said, that there is a very pressing need for a Standardized system—and by this I mean a system that so completely meets the requirements of the printing business, devised upon a truly scientific basis, adaptable to the small shop and equally adaptable to the large shop that it will easily prove itself to be a Standard system. Unless we have such a system no resolution of any conventin or meeting will ever succeed in making it a standardized system any more than a resolution of our National Congreat at Washington can turn the ocean into a body of fresh water.

There is no question about the utility of the Standard Uniform Cost-Finding System—it was devised by practical men who knew the conditions prevailing in the printing business—they gave unsparingly of their time in the development of this system and deserve the heartiest thanks of every employing printer in the country for their pains-taking work. We are all indebted to them, and whether or no the blanks which they offer, as the result of their deliberations, become the standard cost finding blanks for American printers—this much is certain, that the series of recommendations adopted by the First Congress upon which the Standard Uniform—Cost-Finding System is founded, and which you will find printed on pages 3 and 4 of the "Treatise" which the American Printers' Cost Commission have sent out are, with perhaps minor exceptions, fundamentally correct principles, and should become, and I believe will become, the standardized basis of all legitimate printing cost manufacture.

Furthermore, the Statement of Cost blank known as Form 9 H, which provides for an analytical study—and careful cost dissection for given periods—preferably monthly, is a form which every employing printer should consider as his business bible—for regardless of any supplementary cost-finding blanks which may be used, a printer who can fill out correctly and accurately that Statement of Cost blank, Form 9 H every month, or every quarter, is pretty close to having his business upon a standardized basis.

The Fourth Topic, *"Standard Shop Practices,"* is more important than would seem, on the surface, to be the case. Shop practices very materially affect shop costs, and if we are to have contented employes and receive from them the maximum output we should not have in each shop widely different rules and conditions of employment.

It is needless for me to enumerate the various shop practices which prevail throughout the country; some of these practices have become almost standardized through many years of use or mis-use and these practices vary in individual shops just as they vary in segregated communities.

I am not contending that there should be a lot of cast-iron rules or regulations for shop government, because I am one of those who believe that the fewer set rules which a concern has and the greater *esprit de corps* which is developed among a concern's employes—the greater will be the product.

All men are made out of pretty nearly the same clay and although we may differ temperamentally, or become habited to certain conditions which seem to govern those who occupy our special station in life, nevertheless the governing influence in

human-kind is to do the right thing—if opportunity to do it is provided.

The employing printers of this country, if they are to rehabilitate the business and put it upon a commercial plane commensurate with its manufacturing importance, must have the active and most loyal support of their employes. And in this brief and very crude study of Standardization, I bring to this Congress, and urge as a topic for serious reflection, that of a code of Standardized Shop Practices, which should be based upon the Golden Rule.

For every employer in the printing business there are scores of employes, and if you will stop a moment and think of the tremendous uplift which can come to our business through the coöperative help of those who today occupy the various subordinate positions in our offices, you must recognize the fact that the "boost" which the many thousands of our employes—both men and women—can give to our cause, would be indeed tremendous.

Shop Practices affect the relations between employers and employed—shop practices can be so ordered as to result in the very maximum of time utilization, thereby reducing our manufacturing costs to a very considerable extent—or they can be so ordered as to open a wide guf between a master and his men that will result in diminished output, low grade quality, high cost and internal strife.

Let us therefore give serious thought to shop practices and see if we cannot, by the adoption of a code of sane, sensible and reasonable rules for shop government, make the printing business an attractive trade for young men to enter.

The fifth topic to which I ask your attention for a moment is that of *Standardized Business Ethics.*

I do not believe that any buyer of printing (for I now propose to talk about the selling end of the business), whose trade it would be desirable to have, would ever object to placing an order upon such reasonable conditions or trade customs as the necessities of the printing business require. Every industry of any magnitude has developed certain trade customs which materially affect cost of production. Our industry has its trade customs—but the trade customs of one section of the country vary from that of another, where a practical uniformity is desirable and clearly possible.

The allied tradesmen, from whom we purchase our supplies and merchandise, have defined trade customs, for instance, if you order a hundred reams of mill-made stock you must accept a certain percentage of over-run or under?run as filling an order. Now the printing business is largely dependent in its sales upon the conditions governing its buying, and I believe that it is as highly desirable, and would be as mutually profitable to both printer and allied tradesmen if they should standardize the commercial relations which exist between them, as it is necessary, even from the standpoint of cost of production alone, to standardize the selling conditions of the printer to his customer

A standardized selling code, adapted by all of us, printed upon our quotation blanks, and made a part of all our contracts would go far to dignify the printer and prevent the pernicious habit of many buyers to play one printer against another in order to obtain what would be, from his viewpoint, more favorable conditions.

The constant misunderstandings, with their attendant losses, about such matters as over-runs, storage and insurance of plates, handling of customer's stock, discount, damage claims, cost of author's corrections, responsibility of proofs, free sketches and dummies, and many other things would be reduced to a minimum, and if a reasonable uniform selling code was devised, adopted and put into practice, it would compel the buyer to realize that he had some responsibility in the conduct of an order, as well as the printer.

The very nature of our busines which prohibits manufacturing of stock articles in quiet times—and furthermore makes worthless to the printer as well as to the customer a finished piece of work where error has occurred—makes it imperative that we formulate and adopt certain Standard Business Ethics—or, if you please, a Standardized Selling Code, and this recommendation I also bring to this Congress.

Standardized Processes of Manufacture—That is the next thought which I trust you will consider with me. It has been said that "system is the triumph of mind over matter," and there is no doubt about the truth of this statemen. Bu sometimes we get mighty suspicious of this fact when we take a measured survey of the minor workings of some print-shops and gaze sorrowfully at what is self-evident—a triumph of *Matter* over Mind.

Gentlemen, Method is the essential elemnt upon which every solid and substantial concern, whether printing or otherwise is based. The Processes of Manufacture are as important as the shop practices and together they make or un-make us financially.

The divisions and sub-divisions of work in the conduct of a printing order are not complicated. The formulæ to be followed is reasonably simple, and we require only employes of average intelligence. Thus we have no excuse for non-standardization upon the plea of a complicated and higly technical industry. Undoubtedly it is because our common business is one of only average conditions that we have thus far ignored and neglected to standardize our business system. We are an easy-going lot—we take things easy—we have conducted business along the line of least resistance, but as we are now having a vision of a better order of things in our chosen industry, let us not neglect the opportunity to attempt improvement wherever improvement can be made.

As we contemplate this thought about Standardizing Processes of Manufacture, we, no doubt, think of those certain universal or standard departments which must of necessity, be a part of every printing office, namely, the composing-room, the press-room, etc., and a smile is forced when we think of standardizing those fossilized departments of printing manufacture.

But Gentlemen, did you ever visit a dozen or so printing plants, all doing a similar grade of work, and have you noted how differently these same composing-rooms, and these same press-rooms were conducted? Did you not notice in one shop, work went along in a smooth, orderly fashion, every person in that establishment, no matter in what capacity employed, working either directly or indirectly for one common purpose, namely, to make as much money as possible for the owners of that business? And in another shop you noted confusion, lack of orderly progression, hesitancy in everything done, no system, no standard way of doing things. All the shops seemed to have enough work, but there was a great lack of intelligence shown in the process of doing things. I believe that what the printing business needs chiefly today is not *work*, but an organized, orderly, standardized system whereby printers may manage and direct successfully their individual plants.

It is not a want of brains—it is merely the want of an applied system, based upon a standardized method of business and manufacturing procedure.

Standardized Process of Manufacture would bring a standardization of printers' equipment—every tool, whether it be a quoin key or a complicated press, would be "made to specifications," to quote a phrase, and I believe our fellow allied Tradesmen, who supply us with printing equipment, would welcome a movement that would eliminate the manufacture of a lot of semi-useless junk which, in our ignorance as to the technical requirements of our business, we now insist on their making.

Processes of Manufacure also means organization, and certainly organization is as essential to the conduct of a successful business as is type to the art of printing. A serious effort to standardize the Process of Manufacture in the Printing business, with its correlated duty of standardizing equipment, organization and business administration, would work wonders for the printers—and make us something more than "good printers," by putting us on a plane equal with other manufacturers who are not only good craftsmen, but also successful business men and good busines administrators.

A Standardized Process of Manufacture would operate towards the permanency of our individual businesses. Temporary success can be achieved by any one but, as Mr. Henry Bullen said, in his article, "Keeping the Printing Plant Young," published in the *Printing Art* last November, "Success without permanency is poor, uninspiring achievement. The real test of Success is that it may be transmitted unimpaired and with possibilities of expansion to succeeding generations. Whenever a business man perceives a Future, the whole scope of his undertaking broadens, he ceases to be a human vegetable, which today is and tomorrow is cast into the oven, and he becomes a commercial statesman. Say what they may of cost systems, and the ability to exact profitable prices, a more vital quality of success is the aspiration and determination to build a business on permanent, transmittible foundaions."

Gentlemen, I believe there is no greater work which the active, broad-minded printers of this country can do than to really underake to formulate a Standardized Process of Manufacture, with all that it implies—and I am hoping for the day when it will be undertaken.

Now let us consider another phase of Standardization—one that reaches the personal or real human side of our industry. It is what I have previously labeled, *"Standardized Coöperation between Fellow Printers, and between Printers and Allied Tradesmen,"* rather a long caption, but necessary as a text.

The average printer has no use for his brother printer—a printer usually believes his competitors to be either all rascals or idiots. That is a rather coarse indictment, but it is, un-

fortunately, only too true. There are communities where, owing to the active, unselfish work of a few men, various printers' associations have sprung to life—and among the members of these associations or semi-clubs there is a more rational feeling existing. Social intercourse modifies, to a certain extent, the harsh feelings which have been engendered through competitive business—but even among those Associations where the spirit of coöperation is most highly developed there is yet vast room for improvement.

One of the first requisites for establishing the printing business upon its deservedly high plane is genuine confidence in one another—especially confidence in one's fellow craftsmen in one's own city or locality. I will grant that business is a type of warfare—that every business organization is an engine of warfare—industrial warfare—far more dangerous to a nation's well-being than military or naval collisions, and this being the condition of general business, we who conduct printing business enterprises have so managed things in the past that the average printer can fully appreciate the significance of General Sherman's definition of war. But, the printer's battalions are too weak to war with one another—every printer should be fighting on one side only—shoulder to shoulder with his brother printer and in the ranks immediately behind him—and fighting in the same cause and for the same common objects, should be the printer's best friends, the allied tradesmen. And for what cause shall they so battle? For the cause of a square deal to the printer in the business world. Fighting to remove the prejudice against the printer as a legitimate asset in the commercial world. Fighting for improved conditions for the printer himself that he may found and perpetuate a business dynasty and be not altogether debarred from that hitherto unreachable eminence—business aristocracy.

This Cost Congress is one of the good signs of the time; it shows an awakening to the necessity of coöperative movement; it recognizes that only in doing things together can results, worthy of cause, be achieved.

Gentlemen, if I were asked to define what is meant by "Standardized Coöperation between fellow Printers and Allied Tradesmen," I would answer an utter elimination of the base prejudices which heretofore have kept printers apart; a getting together for common-agreed-upon desired benefits; a practical demonstration of team work for the common good.

This coöperation will pay in dollars and cents—even if we view it solely from the mercenary motive of "What is there in it for me?" Every trade abuse which Printers and Allied Tradesmen settle amicably between them, every trade abuse which printers remove from the practice of buyers, every cooperative movement which makes it easier to do business, *reduces cost* and consequently, I would be an Association printer if for no other reason than that of selfish self-interest.

Standardized coöperation will enable printers to do business more cheaply—they will help each other when one in over-sold and another has idle men or presses. Standardized coöperation will bring exchange of ideas and experiences so that the sad experiences of one will be avoided by others. Standardized cooperation means the giving up of one money-saving idea to your fellow-craftsmen—and receiving as many ideas in return as there are printers coöpearting with you.

Gentlemen, Standardized Coöperation is no visionary matter—it is something tangible, and only requires a code of ethics to make it intensely practical.

And now, gentlemen, I come to the one all-important matter to which all the foregoing is subject. I have no ax to grind. I simply must, of necessity, bring to your serious attention a matter which above all others requires Standardization—and which I hope this Congress will take measures to bring about—I refer to *A Standardized Association.*

The guiding motto of this country is, "In Union there is Strength";—we also read in the Good Book that "A house divided against itself shall not stand"; here we have the reason for our trade weakness and the antidote, if we will accept it, which shall make us strong.

The printer cannot be called a gregarious animal, he has been a segregate, and against all the laws of man and God he has attempted to build his business structure out of self-made brick without the use of a bonding mortar or cement. And what has been the result? from his old standing of highest respectability and regard he has declined to a business level so low that men write into books a warning against this de-natured trade mammal. Let me read to you from a standard, technical cyclopedia of commerce and business administration, published in this year, 1910, a work prepared with great care by business experts as a standard reference for general business guidance. In discussing the question of printing supplies under the heading, "Printer's Orders and Tracers," this standard book of reference says regarding the printer: "To a concern whose printing bills amount to several hundred dollars a month, a man who will give close attention to every detail to the work (that of ordering printing) from seeing that he gets the stock specified, to checking bills for over-charge, can make his services worth a good salary."

Gentlemen: When they have us written down in books like that—an imputation, first, that the printer is a knave, and will substitute sock if he is not watched; and second, that the printer is so base, financially that he will improve every opportunity for overcharge—or "soaking" his customers—twin evils recognized of so much importance that business houses are urged to employ a special purchasing agent to watch us—and that the salary of this purchasing agent can be obtained from the saving caused by his commercial detective work—where are we going to get off? And just so long as the printers continue their foolish policy of forming themselves into cliques and small, frailly-bound bundles, so long will they be the under-dogs in the activities of busines.

Scattered throughout this country are all sorts of printers' associations, Boards of Trade, Ben Franklin Clubs, Typothetæs, Graphic Arts Clubs, Master Printers' Associations, and what not. Some of them are doing most valiant work, locally for their members and the craft, but what do any of them amount to individually, when the large problems of business life are confonted? What we need, above everything else, in the printing business in this country, is one strong, masterful association that shall be like the Rock of Ages to the printing world. I care not how you organize such a body, I care not what you call it but the need is so pressing that we should hesitate no longer to bring this very desirable matter to its fruition.

A Standardized Organization! Do you realize what a tremendous field of activity there is awaiting such an organization? We talk of "Standardization" but there can be no standardization until we have established a competent tribunal of authority. There are brains enough among the printers of this country, there are brains enough in this room, to make a National organization of this kind so potent for good, so powerful for achievement that in three years from its foundation the Printing Industry would take high rank in the commercial world and we as printers would envied for the wisdom of our trade selection. A unified, well organized, high-powered and efficient central or National organization would make our individual businesses more profitable by developing methods for increasing our earning capacity, decreasing our operating expenses, and establish such scientific selling methods as would enable us to dispose of our product to better advanttage than we do at present.

What I want to see, and what the prining industry is going to see, is just such an organization. If we are wise we will begin steps right here at this convention to create such an organization without undue delay—but if we are not wise, if we continue our time-worn policy of, procrastination, sectional jealousy, and flapping about like dried peas in a pod, we shall deserve the commercial decline which will most inevitably be our portion.

Think what an opportunity we have here today to begin a movement that shall make one strong organization out of the various Boards of Trade, Ben Franklin Clubs, Typothetæ, etc., and think of the great and far-reaching accomplishments which we could perform through such an organization:

"Impossible?" you say—Napoleon said, "Impossible" was not good French. "Impractical?" George the Third considered the formation of this American Commonwealth to be Impractical—"Visionary"—yes, and if Gutenburg had not been "Visionary" there might not have been a process of printing from movable types.

Tremendous possibilities open up when we consider such a re-enforced National printers' organization. It would be like an immense central electric power plant, with its feed wires extending in every dirction and providing energy and power to each of our individual businesses. We would be financially stronger, numerically stronger, morally and physically stronger We could employ, as other national bodies employ, the best technical skill procurable to assist in Standardizing and bettering the conditions prevailing in our business. It would be strong enough to eradicate all of the many trade abuses which now exist. It could compile and put into our hands a Manual of technical and practical information that would be as valuable to our industry as "Blackstone" is to the lawyer.

Everything which we have discussed, and many others—too numerous even to mention—in the limits of this paper, could readily be brought to pass through such a Standard Organization. And, gentlemen, we have not far to seek to find the rallying point for such an association.

There is a National Association already in existence with ramifications throughout a good share of the country—it has done and is doing an enormous amount of good for the printer:

it has years of experience behind it; it has, I trust, many years of increasing usefulness before it. I refer to the United Typothetæ of America.

I do not advocate the suppression of the various printer's associations and clubs in order to make possible this vision of a one all-united National body through the United Typothetæ, rather let us keep up our local affiliations—*but*—instead of meeting in minorities, talking and resoluting about what we would like to do to better our common industry, let us put our hands to the United Typothetæ plow, which is all ready at work opening up the soil of opportunity, and make it, through the strength and vigor which our various detached organizations can bring to it, an association that will compel other trade bodies to look upon us printers as men of honor and dignity.

No greater work can be done during the next twelve months than the unification and building up of a Standardized Printers' Association. We shall lose prestige in the business world, standing in financial circles, and great advantage to our individual businesses if we fail to apply to ourselves as business men those wonderfully pregnant words, contained in the sentence—"In Union there is Strength."

And now, gentlemen, as a final word in closing this uninteresting paper, I want to say a few words about this individual of whom all we have said chiefly concerns. We may call him "the man behind," but the world knows his as a "Printer." And I went to direct my few remaining remarks to the study of *"A Standardized Printer."*

Those of us who were fortunate enough to hear Mr. J. Horace Macfarlane's address at the United Typothetæ Convention in Washington last May received a lasting inspiration of the possibilities contained in "The Higher Education of Printers," as he called it.

Gentlemen, we may standardize the method of ascertaining printing cost; we may establish various standard cost units, processes of manufacture, etc., and we may also amalgamate all the various printer's local and general bodies into one, large Standard Organization, but, if we neglect a consideration of the human unit, the individual whose life pulsations make the printing industry possible, we shall have reared a fine house, furnished it with everything that signifies the highest type of civilization—only to have it tenanted by one who is a tempermental misfit.

A Standardized Printer—Gentlemen, there are other important governing influences which will make a printer successful in his life work aside from cost determination and shrewdness with an estimate blank. I refer to a ground knowledge in the technique of all things which directly or indirectly affect our business.

Van Dyke says, " A knowledge of the ways to do things is the accomplishment that counts for future work," but this "knowledge" does not find expression in our general mental inertia when it comes down to the real "whys" and "wherefores" which are constantly occurring in our business life. Our common business and several of the allied trades have certain common fundamentals which every employing printer should master, the knowledge of which would be of incalculable value. What the printing business needs is a standardized curriculum that shall provide a study of the common industrial arts which affect our craft.

A Standardized Printer! Some day he will arrive; he will know something more than composition, presswork and cost. He will be an intellectual force in his community, recognized as an integral part of the commercial and financial fabric of his country, his society sought for because he will be an educated, responsible member of a business that will stand close to the top of the inrustrial arts.

Gentlemen, let us not neglect a study of *ourselves!* We can improve our business best by making ourselves more worthy of a higher life-station. We need to standardize our processes of thought; we need most urgently a deeper knowledge of those human things which make a man bigger and better and if these are combined with a commercial education consisting of internal organization, financial accounting, business administration, and scientific trade intercourse, our success will be irresistible.

Some one has said that, "If a man could learn to overcome his mental inertia, to act on the conclusions of his reasoning powers, none could place a limit on his achievement."

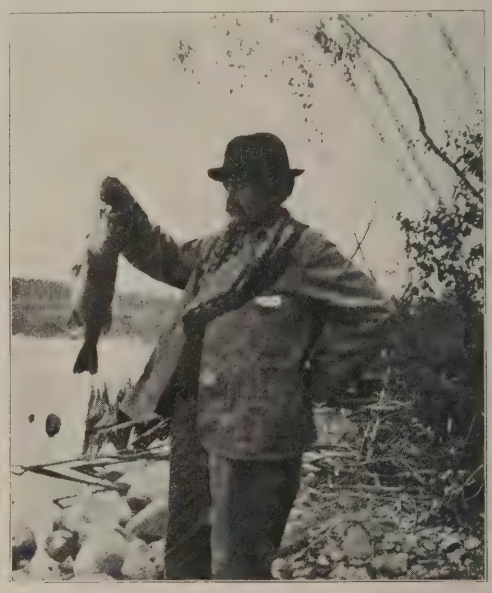
Andrew Carnegie says, in his book, "The Empire of Success"—Be a king in your dreams!" Gentlemen, let us resolve to be A Standardized Printer—A king in our industry. The attainment will be worth all the effort.

That old Printer-Philosopher, Benjamin Franklin, once said, "A Calf is a Big Beast,—until you see a Cow." We today may consider ourselves of considerable importance—but wait until we have attained the station of A Standardized Printer!

(Address deliverd before the Second International Cost Congress, St. Louis, October 6, 1910.)

A Printer Disciple of Izaak Walton

During the past summer, Mr. C. H. Brandon of the Brandon Printing Co., Nashville, Tenn., passed his vacation fishing in Northern Minnesota. A snap shot, taken by a friend, has reached this office, showing Mr. Walton in an ecstatic frame of mind, known only to a fisherman, after a battle with one of the finny tribe, resulting in landing of "a beauty." This happy, printer-disciple of old Izaak Walton is said to have described his feelings, as he held up his



C. H. Brandon, Estatic, Viewing Bronze Sides of a Minnesota Trout.

lucky "ketch," felt his weight and saw the sunlight on his bronze sides, "A mingled feeling of content and happiness stole over me, as though I had taken a drink, gotten religion, kissed a girl and was smoking a good cigar."

Gentlemen from Tennessee, as well as from Kentucky, will fully understand the emotions described from experience, others can imagine the peculiar ecstacies mentioned from the traditions that have come from these States famous for "mountain dew," beautiful women and famed nicotine products.

The Orange Judd Co., of Springfield, Mass., and Chicago, have recently bought the *Minnesota and Dakota Farmer,* a farm journal published in Brookings, S. D.

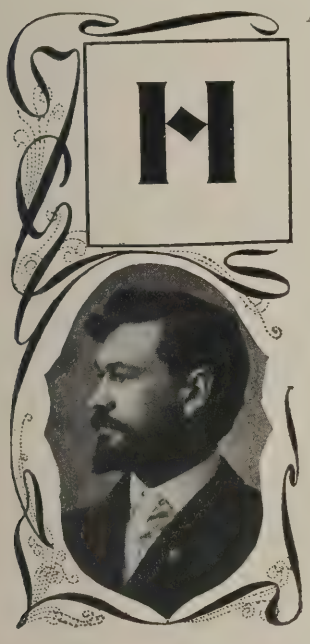
Mr. E. P. Hopwood, who for a number of years was engaged in Minneapolis and St. Paul newspapers in the circulation department, is now circulation manager of the Portland, Ore., *Evening Telegram.*

Mrs. T. C. Wilson, who for a number of years has been engaged with the Capper publications, Topeka. Kans., in the capacity of assistant circulation manager, has recently started a publication of the *Legal News,* in Oklahoma City, Okla.

Mr. F. E. Murphy, who has been for the last twenty years circulation manager of the Minneapolis *Tribune,* has resigned to go into the automobile business. He is succeeded by Mr. J. A. Walker, country circulator, and Mr. W. J. Barrett, city circulator.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



HAPPY is the editor whose subscribers think well of him. In such an atmosphere of approval, inspiration comes readily and writing becomes a spontaneous pleasure; for, if you will only stop to think about it, dear reader, you will agree that it is far easier to be a good fellow and a brilliant one with those who accept you as such than with those who think the contrary of you. In other words, the majority of us are to our readers—to our associates — exactly that which they demand of us or expect us to be. You may have a pretty good opinion of yourself (as nearly everyone of us has) but when in the presence of a person, or set of persons, of more or less strength of individuality, haven't you noticed the depression—the difficulty to act any other role than that of the despicable culprit you feel your associates believe you to be? There's but this logical admonition to offer: First, be given much to self-inspection; learn to have faith in your own worth and your own ideas; cultivate carelessness as to the opinion or criticism of others, and when you are fully satisfied that your course is right, go straight ahead regardless of what others may think or say of you. By following this method, you may be assured that there are enough well-balanced heads in every community to give a big majority of approval in the final judgment of your acts.

Surely no printer could get a copy of the August American Bulletin and fail to appreciate it, with its accounts of the Roycrofters, Horace Carr and a hundred other subjects of instructive or entertaining nature. If the American Type Founders Company continue to fill their little advertising organ with such fine stuff as this last issue contains, they can rest assured of one thing—that it's going to be read and preserved. Such perfect composition, makeup and press-work, too, is a lesson for every typographer who is awake to opportunity for broadening his education in the calling.

The first specimen I will consider this month is a well marked first page specimen of the Dalton, Georgia, *Daily Argus,* submitted by Brother James Wells. The extraordinary balance achieved in this page (exhibit 1) by the careful and perfect distribution of black and gray masses is highly pleasing and much to be commended as a model for other members of the calling. Makeups ought to derive benefit from study of this exhibit.

The Daily Argus.

FATE M'CRARY RECAPTURED

DALTON HAD THE LARGEST ATTENDANCE

With Card Gov. Brown Will Give His Position

W. & A. IS ANXIOUS TO DO IMPROVEMENT

BROWN CLUBS ARE ORGANIZED

BARACAS HOLD MEETING AND TRANSACT MUCH BUSINESS

12 OUT OF 13 BILLS PASSED SENATE TUES.

IMPROVEMENTS AT BRENAU COLLEGE

SIX SCHOOL GIRLS CLAD IN WHITE ACT AS PALLBARERES

SOLONS ATTEND ANOTHER BARBECUE

WHAT THE LAWMAKERS DID ON TUESDAY

FOR EMBEZZLEMENT PENALTY INCREASED

ASSEMBLY TAKES NO ACTION ON DEFICIT

HOKE SMITH TOO BUSY TO ATTEND A FUNERAL

UNLAWFUL TO SHOOT IN OR TOWARD HOUSE

No. 1

Mr. O. Byron Copper, DeSoto, Wis.

KIRKSVILLE, MO., August 12, 1910

Dear Sir.—Under separate cover I am sending you a copy of the Daily *Express* of the 11th inst., and would like to have you throw a few "bricks" and "boquets" at us through the N. P. J.

Our paper is printed on a Cranston newspaper press, and folded by an Eclipse folder. Type is all set by Mr. Dow Jones on a Junior Linotype, and we think our operator is very fast. His record is five galleys and corrections for four in three hours and forty-five minutes.

The ads are nearly all set by Mr. H. C. Hamilton, who can stick them up in record time and you may judge for yourself the quality of his work.

I try to make up the paper as nearly correct as possible, but pobably fail and if you can give me some pointers on how to handle what stuff I have to a better advantage I would be glad to have them.

We pride ourselves on our first page, but don't think that the first page which you have will get through without a knock, as it has on it a display ad.

Trusting to hear from you soon through the National Printer Journalist, I beg to remain,

Very truly yours,

LESLIE T. SHUBERT,
Foreman *Daily Express.*

Considering the several features of the *Daily Express* in the order outlined in the foregoing letter, I find the print fairly good and a pretty readable "slug" from Mr. Jones, though I am not enough of a machinist-operator to cite the cause of those feathery streaks between words and letters and some disalignment. Perhaps Mr. Jones can, and will accordingly set to work to stop it. While I have had some experience with the linotype, my familiarity with that machine is not sufficient to enable me to pass an intelligent opinion on the record of Mr. Jones, although the figures quoted look good to me. As to Mr. Hamilton's ad-work, I can detect nothing in it that denotes extraordinary skill, either in economic manipulation or artistic designing. All of the ad work is extremely simple and certainly not above the ordinary in any respect. In that large five-column specimen of the Tallman Music Company on the last page, one would naturally anticipate seeing the best that's in the compositor, but I'm sorry to confess that, after a careful inspection, I can find little to commend. The widely unconnected joints in the border is the first unpardonable sin that fastens itself upon the observer's sight.

News When it's new Appears in the Daily Express

THE DAILY EXPRESS.

News When it's new Appears in the Daily Express

LAST REQUEST OF A DYING WOMAN WAS FOR POTATO

Witness in Monroe-Garlock Will Contest Tells of Death Scene

LEGATEE ON STAND

Draper Influencing Sister Who Died of Tuberculosis —Cape an Old One

GAYNOR REFUSES TO TALK OF MAN WHO SHOT HIM

Avoids Topicle Concerning with Family—Assistant is Repentant

Dorothy Deacon Is a Princess After Vexatious Opposition

ANSWERS THIRTY QUERIES; GETS HIS FATHER'S MONEY

BIG CROWD HEARS JAS. A. REED OPEN REUNION AT ELMER

Farmers Ready for Three Days of Speechmaking by Candidates

MEETING HISTORIC

One Grove the Scene of Many Orations During the Past 20 Years

GUARDSMEN OPEN THE NEW ARMORY WITH A DANCE

CONVICTS ESCAPE FROM FREIGHT CAR BY DYNAMITING IT

ARREST FOLLOWS QUARREL IN SHOE FACTORY NEIGHBORHOOD

No. 2

The architectural design, with the six-rule pillars at both sides, is unquestionably the last thing to be attempted where rapid or timesaving composition is a consideration. The manner in which the captions in head and tail panels are spaced is something deplorable, especially that at the bottom. Why wasn't the word "company" spelled out instead of abbreviated? The display of this advertisement is defective, too; but it would be too great an encroachment on my time and space to go too far into detail in this respect. The list of pianos at the top of the ad oughn't to have been run in to an aimless block as it is, but each item should have constituted a line or paragraph of itself. The ornaments, underscores and pointers in this ad are all superfluous and objectionable. Turning to Brother Schubert's part of the work, I am happy to say that the makeup on this little daily is about as nearly proper as one generally finds on papers of this class. Barring the displayed ad, the arrangement of the front page matter is tasteful and pleasing. This is shown in exhibit *2.*

NEW RICHLAND, MINN., August 11, 1910.

O. Byron Copper, DeSoto, Wis.

Brother Copper.—The *Star* is just off the press and am just a little bit "puffed" over the appearance of our first page, so much in fact that I dared to send you a sample. Hit it hard and if your criticism takes the conceit out of me, I'll guarantee to learn something from what you say. It is only when our advertising becomes too prolific that we encroach upon the initial page and I find it the most satisfactory thing about the paper.

The ad work is done by an apprentice of less than a year's experience—Mr. Herbert Sievert—and while there are a number of faults about his ads, I think he does remarkably well, considering the length of his service.

New Richland has about 750 inhabitants. Do you think we are doing justice to the field?

Your department is greatly missed from last month's Journalist. Don't go on a vacation often, if you have any respect for the circulation department.

Yours fraternally, C. W. BROWN.

After something more absorbing in the way of an inspection than the ordinary newspaper specimen secures from me, I am moved to admit that Brother Brown's "puffed" condition is not without just cause.

NEW RICHLAND STAR

VOLUME XXV. NEW RICHLAND, WASECA COUNTY MINNESOTA, AUG. 12, 1910 NUMBER 26

PICNIC WITH THE EQUITABLE LODGE FRIDAY, AUGUST 19

Descriptive of Her Travels

Trudging on Foot Around The World

Montgomery Proves to be Easy Prey

NEWS OF LOCAL INTEREST

DOINGS AT OTISCO STATION

CAPERS AT FOUR CORNERS

No. 3

His New Richland *Star* is a bright six-column quarto on ready-prints, among whose charming features a delightful impression is surely not least. The contents are dandy in quantity and quality, and the mechanical makeup, especially of the initial page, is such as to draw heavily upon my congratulation funds. Exhibit No. 3 is a reproduction of one of these handsome front pages, and exhibit 4 the back page from the same issue. They speak very effectively for themselves.

Continued on Page 800

Importance of a Suitable Newspaper Building

THE DAVENPORT, IOWA, DAILY TIMES IS TO HAVE A MODEL OFFICE.

MANY times have we had occasion to call attention to the great economic value of a suitably planned and arranged, a properly located and appointed newspaper or printing office. As teaching by example is most effective, we have been much pleased—having in mind the best interests of our readers—to give descriptions of edifices that have been carefully contrived by experienced publishers and printers to meet the demands of these callings.

We are pleased to have received from E. P. Adler—whose reputation, as a practical and successful newspaper man, is as broad as the Nation—a description of a model new office for the Davenport, Iowa, *Times*, the contract for the erection of which has been closed. It is to be a fireproof structure, the length of a full city block, and the following, with regard thereto and the motives back of the erection of the new structure—along somewhat the same lines set forth in the leading editorial of the September issue of the NATIONAL PRINTER-JOURNALIST, treating in a somewhat imaginative manner as to the description of accomplishments, on the subject of "THE EDITOR'S OPPORTUNITY—THE SUCCESSFUL NEWSPAPER MAN"—will be found useful in suggestions of what is desirable and possible:

The *Times* has always believed in keeping fully abreast of the growth and improvement of Davenport, as was evidenced six years ago when the present quarters were purchased and remodeled into a newspaper office, with the big press in the front window. This was at that time a decided inovation. For several years past the present offices have not been large enough to properly take care of the growing business, and new quarters have been looked for for a long time.

Not only will the *Times* erect on this ground a first class building for the sole use of the paper, but it will also install additional equipment, which will include among other things a new and larger printing press, together with the latest improved stereotyping machinery. Further announcement of the new press and mechanical equipment will be made later when details have been completed. Suffice it to say at this time that the *Times* will have in its own new home not only the finest and best equipped newspaper office in Iowa, but it will also have the most modern and up-to-date equipment which money can buy, and which will be far in advance of the city.

It is the intention of the *Times* to spend at least $75,000 in the new home and equipment, and for this purpose a special stockholders' meeting was held a few days ago and an additional $50,000 was subscribed to the capital stock, to provide funds to start the work early in the spring as soon as the frost is out of the ground, Architects Clausen & Clausen are at work on the detail plans for the building.

In addition to being a complete and modern home for the *Times*, it is also planned to have two features in connection with this building which are entirely new in this part of the country, but which will, we believe, be appreciated by the general public. A part of the second floor will be given over to the free use of the people in this way: an auditorium will be built into the building providing for a seating capacity of at least 300 people, and provided with stage and seats, which will be thrown open at all times to the free use of clubs, societies, committee and general meetings, and gatherings of every description, without cost to those who use it. Connected with the auditorium will also be a rest room for the free use of the public, and especially for the farmer friends of the *Times*. This room will be tastily furnished with easy chairs, toilets, writing desks and materials, a check room for parcels, telephones, etc. In fact this room will be free to the general public at all times and will be in charge of a competent clerk who will be there to look after the comfort of our visitors and answer any and all questions. The *Times* believes these two features will not only be appreciated, but will be extensively used by the people. The *Times* has always been the people's newspaper, looking after what it has believed to be the best intrests of the whole community, and we feel that we cannot more fittingly repay them for their generous and big-hearted support of this newspaper than by dedicating a part of this new home for their free and unlimited use.

It is of course too early yet to give to our readers complete details of the new building. These plans will be worked out and published from time to time. In general, however, it can be stated that the building will be strictly fireproof, two stories with the height of three, with deep basement. It will have an ornamental front which will make it one of the show plaees of the city, while the big new press to be purchased will be placed in the front window, as now, in ful view of the public. The buliding will be built on 62 feet frontage, leaving four foot area-way on each side, which will always give light and air on all four sides of the new structure. The building itself will probably have a frontage of 54 feet on Second street, and will go back the entire length of 145 feet to Commercial Alley in the rear.. The east half of the first floor will be devoted to press room, mailing room and carrier boy quarters. The west half will be used for the busines office, circulation and advertising departments, and publisher's office. The second floor will contain the free auditorium and rest rooms for the public, the editorial and local news rooms, editor's private office, proof room, stereotyping room and composing room. The basement will be used for paper storage and heating plant.

There are of course a large number of details to be worked out in an enterprise of the magnitude of this, and these will be given to the public from time to time as they are arranged. The *Times* makes this preliminary announcement to the public of what it will have in store for them with every degree of pride, not only in what this new building will be to the city and community, but in its past ac complshments which make it possible to plan and execute such an improvement.

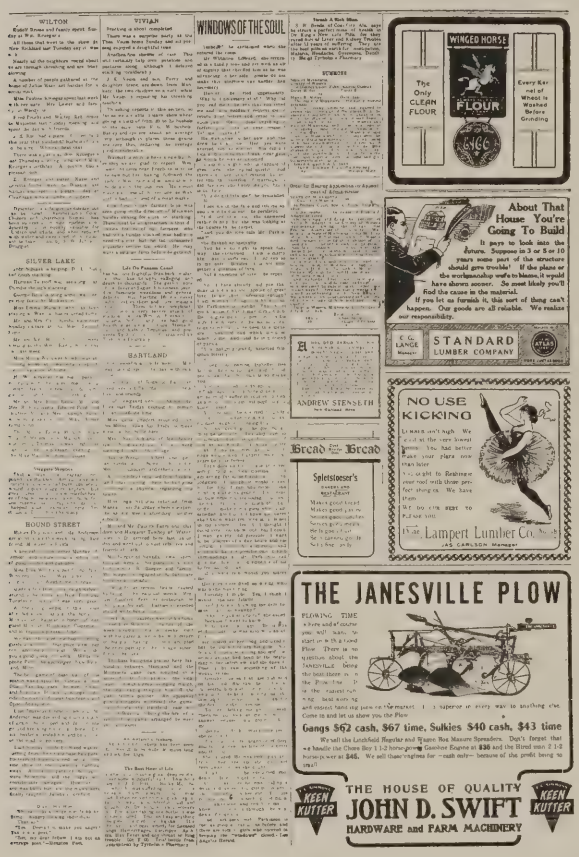
Mr. Adler evidently recognizes the fact that a newspaper is largely a public institution and the more its home can be made a center of public interest on all lines that tends to the uplift and welfare of the people and the more that they can be interested therein, the better it is for the newspaper. This is especially true of all local or home newspapers. It may be different as regards metropolitan papers, yet the Brooklyn, N. Y., *Eagle* has shown that the same principles and methods are immensely advantageous and productive of the best possible results, in a city with millions of people.

J. A. Higinbothan Before the A. A. C. at Omaha

The joy of my life is that I live in an age when the standard of value is changing from money to character. The big man of the community today, be it city or village, is the man of principles rather than the man of capital—the man who takes the most interest in his neighbor, not the man who takes the most interest from his neighbor.

Continued from Page 798

The first indicates a fine mechanical skill, originality, versatility and a mixture of careful thought with the work of the hand. The latter page is made up strictly in accord with the rules of this department, the largest ad being located at the bottom of the page, while the smaller ones occupy the positions above. Note the neat, systematic effect. This last reproduction, also shows some of Apprentice Sievert's ad-work, which in the main is far better than that of many a journeyman. Observe the excellent choice of the deep, black border for use with the heavy "Winged Horse



No. 4

Flour" electro in the top specimen. Brother Sievert's composition is indicative of much natural ability and gives promise of grander achievements in the future, Do I think the *Star* is doing justice to its field? Well, I guess yes; even if New Richland were a town of twice 750. In fact, I know of several newspapers printed in towns of 1500 inhabitants which would suffer considerably in a comparison with this brilliant *"Star"* to which Editor Brown has hitched his ideas and aspirations.

West Liberty, Iowa, July 30, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

My Dear Brother Copper.—Here I am again after a long time. I have sent you copies of the *Index,* which I would like to have your criticism on.

With best wishes, I am,

Yours truly, Fred F. Flatt.

Yes, here you are again, Brother Flatt, but you leave us in darkness deep as to what capacity you officiate in your new location. The West Liberty *Index* is a seven-column quarto with ready-printed interior, and a great abundance of contents The print is delightfully well done, as is also the gathering of the news. A number of the ads show a clever touch, too, but the mechanical makeup is about as positively all wrong as it is possible to be. The front page is crowded with displayed advertising matter, and the ads on all other pages are scattered to the four corners in a mad lack of method or neatness. The *Index* is published by a corporation, The Index Printing Company, of which A. W. Jackson is president, and W. G. Maxson, secretary. It is to be presumed that Mr. Flatt is editor.

Acknowledgement must be made of the receipt of two fine full page advertisement specimens from Brother O. E. Kennedy, with the *Daily Chronicle,* of Centralia, Washington. One of these ads I take pleasure in reproducing as exhibit 5. The layout of this ad is good and the display all right. There's but one little point to kick against, and that's that heavy triple-rule dash just below the three head-lines. The effect of this, taken in connection with the stair-step effect of the three type lines, is incongruous and unbalancing.

The use of rules is quite frequently most deleterious to typography, as in the instance of this "dash," whose blackness detracts from the strength of the type faces

La Vogue
La Vogue
The Choice, The Style
The Quality, The Price
All Will Please You
ALL styles are not becoming to all people. Our diverse assortment of designs offers wide choice, but we urge that you make your selection early, before the best styles are gone.
Now you can choose the particular suit or coat that appeals to you and best becomes you.
We invite your early inspection. Quality is always the first requisite of every article of merchandise sold in this store.
WE unhesitatingly stand back of every garment in our store.
Every detail of fit and finish in La Vogue garments are faultless. All inside seams are neatly piped. Shields in every suit. Buttons reinforced with pearl buttons.
We'll say nothing about La Vogue style. the coats and suits speak for themselves.
Let us show you what is new in garments for Fall and Winter.
Warm Prices on Cold Weather Needs
$1.15 will buy our best $1.36 11-4 cotton blanket
$5.00 will buy our best $6.50 full 11-4 all wool blankets
95c will buy a good heavy comfort, spcl. val $1.25
73c will buy the best cotton blanket sold at 85c
49c will buy extra heavy sweaters for boys, best 65c values
10c 1-yard for regular 12 1-2c velvets in rotting flannels
The Best of the Good Ones
LADIES' and CHILDREN'S SHOES
$1.95 will buy the best $2.25 boys heavy box calf school shoes, sizes 2 1-2 to 5 5-8.
$1.29 Will buy the best $1.85 girls box calf school shoes, sizes 8 1-2 to 2.
$1.49 will buy girls $1.75 box calf school shoes, sizes 12 1-2 to 2.
$1.45 will buy the best $1.85 ladies Dongola kid shoes.
$2.19 will buy the best $2.50 ladies Kangaroo calf shoes.
$2.95 will buy the regular $3.50 ladies Patent leather or Vici kid dress shoes.
Dress Goods and Silks
56-inch all wool suiting, extra heavy, just the thing for coats, etc, special at 69c the Yard.
Heavy cloaking, 56 inches wide cream grey and Wool mixtures, special value 58c Yard.
98c a Yard will buy the latest novelties in fine silk waistings, values to $1.50 a yard.
79c a Yard for reg. $1.25 black taffeta silk, full 36 inches wide
49c a Yard for the best 65c val. in all wool serges, Panamas, Cheviots and Satins in all the wanted shades.
Special For Friday, September 23 and Saturday, September 24th
Limit of two pairs to any one customer. Mail orders filled, none sold to dealers
Regular $1.00 Guaranteed Tension Self-Sharpening Shears at the price, a pair 39c
SEVEN, EIGHT AND NINE INCH STEEL, GUARANTEED FOR FIVE YEARS
This Guarantee with every pair:
Five-Year Guarantee
Limit of two pairs to any one customer Mail orders filled, none sold to dealers
L. PROFFITT & COMPANY
ALWAYS HAVE THE BEST FOR LESS. DRY GOODS, NOTIONS, LADIES READY-TO-WEAR GARMENTS. PHONE 41, CENTRALIA, WASH.

No. 5

above by deflecting the sight of the reader. In view of this danger, the ad compositor ought to be most careful in the use of rules, confining himself to the maximum of simplicity. For instance, instead of employing a double rule for the division of the various sections of this advertisement, it would have been far better to have stuck to a single line. The result is the rule becomes less, and the type more, conspicuous. directly the contrary of that which should be desired. This is the only feature in which compositor Kennedy is in need of advice, and the fault is even more plainly visible in the second ad-specimen which I am not showing, and which is considerably overdone with

rules. Although my words may seem empty and meaningless to other readers, for Brother Kennedy's special benefit, I will specify the rules in this second specimen which he should have omitted: First, the double-face rule between the two lines of the signature at both top and bottom; second, the heavy double underscore of the main display line; third, the double-faced rule between the introduction and the price-list—yes, and even the similar rule, between the top signature and the main display line, could be dispensed with with perfect propriety. In such ads, too, the compositor should always be careful to have the space uniform at sides and ends between the outside border and adjacent rules around inside matter.

KENSETT, IOWA, August 5, 1910.

O. Byron Copper, DeSoto, Wis.

Dear Sir.—Have been much interested in reproductions and criticisms of jobwork and ads in N. P.-J., and my foreman is likewise taking notice and imbibing new ideas.

Under separate cover am sending you proof of page ad for criticism. No special pains were taken with this—just came in with the usual business—at the last moment, of course. Eight hours after copy was received the paper was off the press and a batch of bills from the same form turned out on the big cylinder.

We can see lines in this ad that would look better in some other letter, but at the time set there was not enough of other letter available, several new ads making inroads on display type. I perceive your comments take into account the fact that there are limitations to the facilities of the average country office.

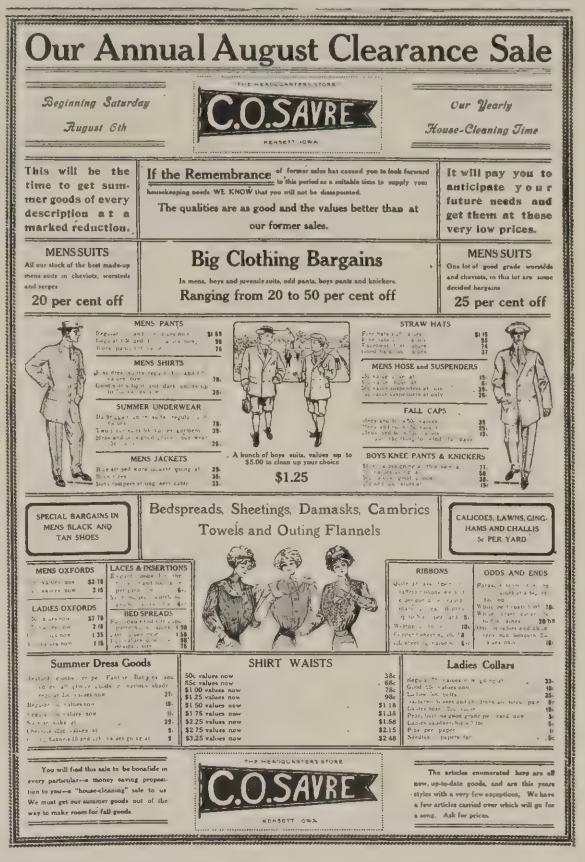
Am also sending you several copies of my paper, picked at random. Absence of stone room and the amount of type to be set, causes us to use two pages of ready-print, handling six pages at home. Occasionally we are forced to get out two to four page supplement. The deuce of it is, we can't tell until a few hours before going to press how much space we require. Running pages for my four towns, and a liberal ad patronage from each, they naturally wish to be kept separate. I would very much like to keep all ads off the front page, but under the circumstances, it is impossible.

With these explanations of the situation, I would like any helpful suggestions as to makeup which you can offer.

Yours very truly,

H. H. HALLETT.

The full page advertisement spoken of in the foregoing letter is being shown herewith as exhibit 6. It is strange that the very words used in criticising the specimen just preceding this one should exactly fit in this case, also. I refer to my allusion and objection above to the profuse use of brass rules. In this specimen from Brother Hallett the fault is even more prominent than in the ads from Brother Kennedy, especially in view of the fact that while my Washington friend employed principally a one-point face, in this ad from the Iowan a two-point rule figures almost exclusively. I leave it to anyone, after having had their attention called to it, if the rules in this exhibit 6 aren't the most conspicuous and prominent feature about it, barring perhaps the signature cut. In the criticism of a large advertisement specimen like this it is rather difficult to make oneself clear by the employment of mere verbal terms, and I frequently regret that the resetting of the contributions is so impracticable. Now, as I have intimated, the defects in this ad are due, not so much to the limitations common to the equipment of the average country office, as to the limitations common to the education of the average country printer. (Or, if you want to, strike out the word "country.") At the risk of verbosity, I am going to attempt to suggest a means of remedying this ad; Let's suppose we omit the underscoring of the main display line at the top; next, let's set "Beginning Saturday, August 6th" (in a bolder letter, if possible) within a neat rule panel on one side of the upper signature cut, and "Our Yearly House-Cleaning Time" in a similar panel on the other side of the same cut. Each of these two panels should be about 24 x 11 picas. Next we will insert those two squibs about "summer goods" and "future needs" in panels about 17 x 12 picas in the same position they now appear,


Our Annual August Clearance Sale
Beginning Saturday August 6th
C.O.SAVRE
KENSETT IOWA
Our Yearly House-Cleaning Time
This will be the time to get summer goods of every description at a marked reduction.
If the Remembrance of former sales has caused you to look forward to this period as a suitable time to supply your housekeeping needs WE KNOW that you will not be disappointed.
The qualities are as good and the values better than at our former sales.
It will pay you to anticipate your future needs and get them at these very low prices.
MENS SUITS
All our stock of the best made-up mens suits in cheviots, worsteds and serges
20 per cent off
Big Clothing Bargains
In mens, boys and juvenile suits, odd pants, boys pants and knickers.
Ranging from 20 to 50 per cent off
MENS SUITS
One lot of good grade worsteds and cheviots, in this lot are some desirable bargains
25 per cent off
MENS PANTS
MENS SHIRTS
SUMMER UNDERWEAR
MENS JACKETS
A bunch of boys suits, values up to $5.00 to clean up your choice
$1.25
STRAW HATS
MENS HOSE and SUSPENDERS
FALL CAPS
BOYS KNEE PANTS & KNICKERS
SPECIAL BARGAINS IN MENS BLACK AND TAN SHOES
Bedspreads, Sheetings, Damasks, Cambrics
Towels and Outing Flannels
CALICOES, LAWNS, GINGHAMS AND CHALLIS 5c PER YARD
MENS OXFORDS
LADIES OXFORDS
LACES & INSERTIONS
BED SPREADS
RIBBONS
ODDS AND ENDS
Summer Dress Goods
SHIRT WAISTS
50c values now 38c
85c values now 68c
$1.00 values now 78c
$1.25 values now 98c
$1.50 values now $1.18
$1.75 values now $1.38
$2.25 values now $1.68
$2.75 values now $2.15
$3.25 values now $2.48
Ladies Collars
You will find this sale to be bonafide in every particular—a money saving proposition to you—a "house-cleaning" sale to us
We must get our summer goods out of the way to make room for fall goods.
C.O.SAVRE
KENSETT IOWA
The articles enumerated here are all new, up-to-date goods, and are this years styles with a very few exceptions. We have a few articles carried over which will go for a song. Ask for prices.

No. 6

with the matter which begins "If the remembrance," etc., in eighteen point (if possible) without display or anything enclosing it. Next a panel about 10 ems deep and extending the full measure of the ad, divided by two single rules into three sections of approximately 17, 42 and 17 ems, respectively, will contain the "Men's Suits" and "Big Clothing Bargains" items. All the alteration we will make to the next section of the ad where the three cuts appear, is to remove the cut-off rules between items, and let the white space suffice. Next, for convenience, let's turn our attention to the bottom of the ad and fix things there exactly in harmony with the signature at the top, two panels of equal size at either side of the cut. Now we will build a T-shaped panel running up from the signature straight on both sides about 27 picas, the stem of the T to measure about 31 picas across. The two branches of the T will of course be closed at the ends and about 14 picas from each of these ends another rule can be inserted vertically, forming a box about 14 x 9 picas in dimensions. In each of these spaces we insert the matter which is now contained in the black, round-cornered panels. The rest of the matter inside this T panel we'll leave just as it is, except that the "Shirt Waist" matter will not be separated from the shirt waist cut by rule or other ornament.

Continued on Page 804

Advance in Publications and Organizations for Printers and Publishers

IF printers of the Twentieth Century are not fully enlightened, it is a fault, coming either from stupidity, utter negligence and indifference or disgraceful indolence, that lays at their own threshholds. Never before had the members of any calling such a plethory of means and agencies for information and advancement. Since the NATIONAL PRINTER-JOURNALIST was founded, in 1888, there has been a growth in numbers and in the quality of journals devoted to printing and newspaper-making that is not only gratifying but wonderful. These journals have promoted not only knowledge and zeal in the callings, but also organizations of printers, editors and publishers until these have become so numerous as to reach every member of these callings in every part of the world and have exercised a powerful influence, so that they have become schools and advanced universities of highest instruction. As has been mentioned by another writer, it is within the memory of most employing printers and publishers when meetings or conventions of members of these callings were looked upon as sprees or junkets. All this has been changed, and now there is a broadness, an earnestness, and an intelligence shown in all discussions, addresses and papers presented at these gatherings that indicate a new spirit; an appreciation of and a loyalty to opportunities and obligations that are vastly inspiring, educative and uplifting. As an example of this we point with pride and pleasure to what we have been able to give this, and for the past eight months, in regard to the conventions of the National Editorial Association at New Orleans; the various State Press Associations; the Employing Printers of Texas; the formation of State Ben Franklin Clubs of North Dakota and Minnesota and last, but not least, this month, of the Second International Cost Congress at St. Louis. We have no apology to make for the large space devoted thereto. There is a wealth of information contained that he who neglects fails in improving highest opportunities for upbuilding and success We want to call especial attention to the address by Mr. Porter of Boston, on, "Standardization," printed in preceding pages of this issue. It was only one of many able papers presented at the Congress and its high merit fully justifies the large space given thereto. The principles enumerated are applicable to every branch of the craft—no less to newspaper-makers than to employing printers. It should be read, re-read and studied. It is as full of all-around business wisdom and nourishment as an egg is full of meat—and this is a too weak comparison.

Now, as peculiar as this may seem, this line of thought was suggested by looking through a house publication, *Cottrell's Magazine,* and dipping into some of the wise things contained therein. The suggestion came to mind, that house publications today contain more of real worth than was contained in the best technical or trade papers of a quarter of a century ago, but the trade papers have kept the lead in an equally high quality of excellence, as witness what we have had to say, on a preceding page, as to the Twenty-fifth Anniversary number of the *American Printer.*

Fearing that many of our readers will neglect to read the good things contained in the last issue of the *Cottrell's Magazine,* and, hence, will not fully understand the force of the influence on our mind that lead us into this line of thought, as well as for the great intrinsic value of the matter and thought, we take the liberty of presenting the following quotations therefrom, with a feeling that if they have been once read, a second reading will be found greatly profitable—they are axiomatic, pointed, forcible:

The relation of a business to its men, the men toward the business; the relation of one business toward another, and business toward the community is simply one grand working and interworking system of co-operation,—if we could only see it in that light.

If all employers and all employed could get this mental attitude the energy now spent in contention would go toward production for the profit of both.

Subscribe For
The News
Bargain Days
See Special Order on Page 8 of Third Section

Cut Out This Coupon and Show It When You Make Your Purchase

THE ELGIN DAILY NEWS : Established 1873
THE ELGIN ADVOCATE : Established 1847

LOWRIE & BLACK Publishers

Red Letter Day Cash Slip
Payable at The Elgin Daily News Office

Amount of Purchase $_____ Elgin, Illinois June _____ 1910

Messrs Lowrie & Black
Publishers of The Elgin Daily News and The Elgin Advocate

Mr. _____ has traded with us on Red Letter Bargain Days to the amount of $_____ cash, and is entitled to the 5 per cent cash discount, which you will kindly pay.

Signed _____

Subscribe For
The Advocate
Bargain Days
See Special Order on Page 8 of Third Section

Check Form Used in the News-Advocate for Elgin's Red Letter Day

All of us have looked out in a factory district from some distant point, observed the smoke and heat going out of the stacks and thought of the wasted energy and loss of money in fuel.

A nearer view will convince anyone that this waste of money in fuel going out of the stacks is nothing to the waste of money in human energy under the many roofs, both to the employer and the employed, and all through the mental attitude of both.

The attitude of the employer that men are working for him rather than with him, and that of the employed that they are working for the employer rather than with him, is where the waste is going up the human stack.

All of us have been giving our attention to the automatic machine, in bringing it up to a higher state of perfection. We have not been inhumane in giving our attention to a machine before a man, for in perfecting the machine we have freed man from physical burden.

But now that we have brought the automatic machine up to a point where it will do all but think, we must now turn our attention to man as the only possible thinking machine.

The great step forward is in the employer changing the mental attitude of the employed in order that they will think for him rather than against him,—or, rather, that they think with each other rather than against each other.

Find points of agreement rather than disagreement.

Two heads are better than one,—if they don't bump.

It is a mighty good thing for us to get a fresh point of view through a fresh eye on some of the institutions that are all around us and which we do not see by reason of our proximity to them, and it really enables us to see just how far we have progressed toward a complete democracy.

There is an old saying that large bodies move slowly. Thought is not slow, but it takes time for even rapid thought to percolate a large body.

Any of us who have been around a large manufacturing plant, for instance, will recall how a superior will suggest to the superintendent some change in the method or manner of doing a thing leading to a better or more economical product. The superintendent does not rush right off and accomplish it; the old system and manner of doing a thing are too firmly fixed and the whole human and physical machine, too large to turn over in a minute. If the superintendent says: "We will work to that end," then his superior is satisfied, for he understands.

So it is with our public devices and systems to the changes that will make men dear and goods cheap: We are working to that end.

Many of these ends can be accomplished through conference and co-operation, through getting fresh views one from the other, through a costant reiteration and enforcement of new ideas and thoughts until results are obtained. We have been trying to teach and enforce these ideas for twenty-five years, but never so tersely and pointedly. In reprinting these brief conclusions, we feel that much force has been lost by omitting the comparisons. The editor of *Cottrell's Magazine* has some forcible things to say on the subject of the forcefulness of comparisons that ought to be read and treasured by all editors and newspapers who wish to have what they write effective, and who does not so desire? We cannot refrain from presenting some of his thoughts on this subject of the power of illuminating comparisons:

A man without a sense of comparison is almost as defective as a man without a sense of humor.

Comparison is a definite phrenological organ.

A man without a sense of comparison is like a mute to the masses,—he lacks the faculty of making himself understood.

That is why the intellectual efforts of so many men require the intervention of other minds before their conclusions finally reach the people.

A man on the street has not read Carlyle, Emerson or Spencer because he does not undestand them.

These intellects had no sense of comparison.

But the conclusions of these men are getting to the mob by being filtered and clarified through comparative minds.

Arthur Brisbane and Elbert Hubbard have the bump of comparison developed to a very high degree, and they have used these writers and other writers as intellectual quarries; chaneled out perch after perch of philosophical deduction, and shaped them into building forms where they can be seen by the mob.

Men who are intent on certain lines have no imagination outside of their immediate sphere and to get them to see a principle outside of their line it must be likened unto another principle within their line.

Comparison is simply expressing the obvious.

If a salesman wants to sell a wagon to a baker, for instance, he at once likens a principle in the making of that wagon or the policy of its sale to some principle that pertains to bread making.

Lincoln and Franklin were unique in the sense that they had both analytical and comparative minds. They both came unto their own first hand and without the intervention of other minds to render them obvious.

Lincoln's use of the parable was nothing but the expression of his comparative facility.

Here is one of Lincoln's that illustrates the point. It has been told before in this magazine, but a story that is worth teling once is always worth telling twice.

About the time North Carolina had seceded some Congressman came to Lincoln and asked him if he wasn't now quite certain of the permanent disruption of the Union.

"Well," said Lincoln, and without directly saying yes or no, "it reminds me a good deal of a thing that happened years ago over in Illinois. I was boarding with a man and at two o'clock one morning he came pounding on my door, saying for me to rise that ,the day of judgment was upon us.

"I got up, lifted the curtain, looked out and saw the stars falling from heaven in a perfect shower. I looked again, saw that the constellation of Orion was still stickin'. so I went back to bed."

This faculty of comparison, when once understood, can be cultivated, though it may be found difficult to many and hence the value of calling attention to its importance.

The New Home of the Gazette, Fulton, Mo. (See page 789)

Continued from Page 801

Last, we will finish the ad by putting in two nice square panels at both sides of the stem of the T, and under the two branches, which can be subdivided to suit the matter which they must hold. If the reader has been able to follow me in this verbal layout, I trust he will agree that when done, this would be a great improvement over the original specimen. As "home-made" articles, the signature cuts in this ad are not to be disparaged; they are certainly distinctive and commanding; but a signature cut, to be ideal, should be fashioned so as to occupy less space, in depth, if possible, than these cuts. Having written to such length in the discussion of this ad specimen, I can hardly enter upon a review of the Kensett *News* in this installment, and would be pleased if Brother Brown would favor the department with another copy for consideration in a later issue of this Journal.

This Sale of Summer Goods
"THE STORE THAT SAVES YOU MONEY"
Orme, Pullin & Hackman
LAWRENCE, KANS.
We Pay Your Railroad Fare
Monday, August 15th
We Launch our great
AUGUST CLEAN-UP SALE
Prices on all summer goods are crowded to the lowest notch for quick clearance. Every department in line with the most extraordinary offerings. Be here when the doors first open and get early choice.
Muslin Wear
Dress Goods
Linen & Cloth Suits at Cost and Less
Buy while the Savings are big
Embroideries for a trifle
Reduced Prices on Wash Dresses
Tailored Street Skirts
August Clean Up at
Children's Dresses
Shirt Waist Bargains
Wash Goods at Final Prices
Household Supplies
Parasols One-third Off

No. 7

O. Byron Copper, DeSoto, Wis.

Lawrence, Kas., August 19, 1910.

Dear Sir.—I enclose for your criticism in the N. P. J., a page ad that recently appeared in the *World* and which is my work. In a small office I think the ad is all right, and the customer was well pleased, but what an expert thinks is what I want to know.

Sincerely, J. L. Frazier.

Although it has occurred accidentally, I am glad that this specimen has turned up immediately following the two preceding criticisms, for it well illustrates that which I have been trying to convey by wordy paragraphs. In my opinion, in point of composition, this is as nearly a perfect specimen of newspaper advertisement as one is apt to run across anywhere. Ad compositors who desire to improve their work cannot find anything more profitable to their education than a long and careful study of this exhibit 7. Note the clean, strong, controlled display, the harmony and uniformity of typography, white masses, rules, etc. Note, too, the exquisite balance achieved and the superlative care manifest in the minutest detail. I have only one stricture to offer—and I know that so able a compositor as Brother Frazier will not fail to appreciate the remark—and that is anent the underscoring of the introductory mass, and the failure to center the last and shorter line of this mass.

The following interesting item is clipped from the Covington, Tenn., *Leader*, and refers to that skillful ad-artist, Tom McGregor, who has oft been an appreciated contributor to this department:

In an ad-writing contest conducted by a St. Louis shoe manufacturing firm in which there were 700 contestants for the cash prizes, the *Leader's* ad-man won two prizes—the second and the fifteenth. These ads were printed in *The Leader* and attracted much attention. The merchants or other business men who are not already represented in these columns might do well to use some space for new and greater business in a home newspaper that circulates in nearly every home in Tipton county.

Brother Tom is to be congratulated upon the capture of these fresh laurels, and likewise felicitation is due the publishers of the Leader for the live way in which they always make capital out of the successes of their master ad-man.

O. Byron Copper, DeSoto, Wis.

Dear Mr. Copper.—I come pretty often with my little paper to your page of the N. P. J., but I have returned so quickly this time to show you that I acted upon your strong suggestion that I get some of the advertising off that first page. It does help wonderfully to be sure. The ads I have left on the front page are regularly contracted for and I could hardly pull them off.

Yours truly, Harry E. Polk.

Such letters as that are consoling to one who is endeavoring to inspire his fellow craftsmen to improve their products, and I sincerely trust that Brother Polk will make as good a finish as he has beginning. Keep right after those front page ads until every one of your advertisers consent to change. Eplain to them that you want to make the *Advance* better—want to establish a clean front page—and ask them if they will not accept another position, and show them why the other position will pay them just as well after you have made the *Advance* so much better and consequently so much more popular with your readers. I believe if you get enough enthusiasm into the project and go after it right, you can accomplish your end. Try it, and let us all know how you came out.

O. Byron Copper, DeSoto, Wis.

Robinson, Kans., July 22, 1910.

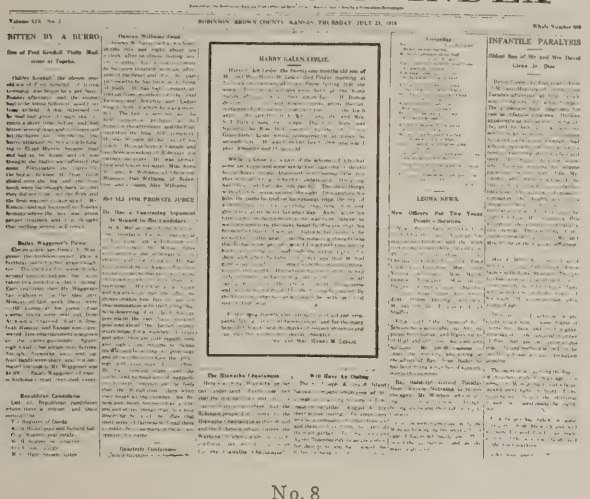
Dear Sir.—Once or twice during the past years I have sent you copies of The Robinson *Index* for criticism, and the criticism has for the most part been favorable, but stress has always been laid on the makeup of the front page. I will admit that the front page is the best looking in the paper—I give that my personal supervision and do the making up, rewrite heads, etc., to make it balance up as well as possible, but I feel that the makeup and ad composition on the inside pages are well executed and I would like to have your criticism on it. The *Index* is printed in a town of less that 500 population and I take what I think pardonable pride in the support given it by the merchants and the return we give them in typographical work.

Under separate cover I am sending you copy of this week's issue.

Respectfully, Harry M. Leslie.

Well, I don't know, Brother Leslie, if I ever had a copy of your excellent paper in which the inside pages were so extraordinarily fine as they are in the present contribution, and failed to comment upon them—to

sing their praises long and loud, then, surely I have been guilty of gross neglect of duty. Of course, I can appreciate how it would be impossible to pass an exquisite front page like this of the *Index* and not go into raptures over it—but such inside pages as these are quite as perfect as the front page—and there-


THE ROBINSON INDEX

No. 8

fore considerably more worthy of notice, because of the greater rarity of such things. From front to back and throughout, the Robinson *Index* is just about perfection in every respect, but in mechanical makeup,

No. 9

especially, is it most absolutely in accord with the Hoyle of this department. Brother Leslie is a brilliant editor, and with such a newspaper in a town of less than 500 souls, it is evident that he is no "slouch" as a business manager, either. I would scarcely believe that so small a town could have such a fine newspaper; fact is, I know of several county seats of from 2,000 to 3,000 inhabitants, some of which are not over a thousand leagues from the spot on which I sit and write this, whose newspapers would be put to shame entirely by this chaste messenger from the little Kansas town of less than 500 souls. The news service is thorough, the typography strictly up-to-date and pleasing, and the presswork is a veritable delight, so that there is naught with which the most fastidious could find fault. In exhibit 8 a glimpse is afforded of

No. 10

the beautiful front page of this subject. An account of the death of the editor's baby boy appears in the center panel—a eulogy emanating from an aching heart and breathing of the blending of a great love with a great sorrow. Exhibits 9 and 10 show the inner pages, in which the mechanical makeup is so perfectly done as to meet with my whole and heartiest approval. This is particularly true of the last specimen, which is the more perfect inasmuch as that the several advertising spaces have been graduated properly, with the larger ones at the bottom and the smaller ones at the top. I urge all of you to study closely the scheme of this page.

Mr. O. Byron Copper, DeSoto, Wis.

Lakefield, Minn., July 25, 1910.

Dear Sir.—I am enclosing herewith two samples of ads which I set, and should be pleased to see a frank criticism of them in the "Newspaper Criticisms" department of the National Printer Journalist.

Your respectfully,

RAYMOND H. LUENEBURG.

Continued on Page 808

The Building of a Home Newspaper

ANOTHER SILVER ANNIVERSARY

THE publisher of *The Weekly Gazette,* H. B. Hale, who is widely known and universally respected as an active member of the National Association, issued, on September 30th, a "Twenty-fifth Birthday" number. We have had occasion, heretofore, to speak of how nicely he is situated and with what satisfactory methods and surroundings, he conducts his paper at East Hartford, Conn. He keeps in close touch with his people and makes his work bring him pleasure as well as profit. The popularity of the paper is proven by the great amount of advertising contained therein as well as by its healthy, bright, prosperous appearance. It is, as such anniversary numbers should be, profusely illustrated with the portraits of leading citizens and with local views of residences, factories and other buildings. East Hartford has many bright men in all walks of life, as shown by the portraits, and we notice among them, many honored, old New England names. About a year ago, we just missed the pleasure of being present at the Silver Anniversary Wedding of Mr. and Mrs. Hale, and have sincerely regretted being deprived of the great pleasure of being present on the happy occasion to meet them, their interesting family, and their good neighbors, among whom they had lived and worked for a quarter of a century.

Mr. Hale founded his paper twenty-five years ago, under circumstances which he relates, and his work and success contain suggestions valuable to others. One full page is properly devoted to a history of the paper with the four different homes occupied thereby in the course of its conduct and growth, including, of course, the present office. It was started in his residence, and its different offices, have been in real homes, surrounded by and in the midst of the homes of the people. He was a newspaper employe when married, but evidently soon concluded that it was well for the head of a family to be at the head of his own business, however much of work and worry might be involved, and to work out his own success.

He says in part in his review of the past:

The publisher had been employed on a Hartford newspaper at a good salary, but there was no evidence that his income from that line of work would be greatly increased. This led him to consider other means of a livelihood and he finally decided that there was a good field for a weekly over east. At the expiration of his term of service in the city, he boarded a train on the Springfield branch bound for Broad Brook, having been told that the busy factory village would be a good field. On the train, however, he learned that there was not enough business in that portion of East Windsor for the establishment of a newspaper, which information resulted in his jumping off the train at Burnham station and walking back to his home in East Hartford.

His next thought was to locate in East Hartford, using his home as an office and having typsetting and printing done in Hartford the first year under contract. He decided to publish the newspaper for the three towns of East Hartford, South Windsor and Glastonbury, and to make the publication a four-page sheet, with seven columns to the page. He then began the work of soliciting advertisements, visiting some of the leading stores in Hartford He was kindly received and given a liberal patronage. He also counted among his first patrons nearly all the East Hartford merchants, some of whom are with him today.

It should be understood that there were very few, if any, idle minutes during those fifty-two weeks, and the hours of hard and steady work on the part of the editor numbered from twelve to fifteen daily, Besides the work during the day, there was planning to be done at night, as well as on Sundays.

As Mr. Hale begun, so has he continued, strenuously to work in the building up and carrying forward the enterprise. In this edition, he gives a brief review, gathered from the bound volumes of his paper, of the recorded events of each year. After speaking of this review and the memories recalled, Mr. Hale continues:

Somehow, we're all just bubbling over with enthusiasm when we get an aniversary to celebrate. And a silver anniversary! You know how it is when friends celebrate the culmination of twenty-five years of wedded life. The guests gather to rejoice with them. And when the feasting is over and the congratulations are over, we call "Speech, speech" and the bridegroom (how natural to call him bridegroom at this time) rises and tells how the years have seemd so brief for the happiness they have held, the service, the toil, the disappointments all seeming blended just now into a mellowed past and as he looks fondly at his wife (a bride still, for anniversaries have a way of renewing youth) he straightens his shoulders a little as he speaks of the future. A golden wedding some day! Why not? And he merrily tells of the great things to be done yet, besides which the past itself will seem as nothing. Sweeter joys, more full, living, higher thoughts. And the guests applaud while he pictures what the present means and the future, too.

And we, too, feel like making that speech. We talk elsewhere of the past. History has been in the making here often enough and it is a pleasure to look back on twenty-five years of labor that has been crowned with success. And we feel like stopping but a moment to look at the present and then to cast our eyes on to the future, for we feel that we are just gaining a new vantage ground.

From the day so long ago, when our first sheet issued from the press to the present day, is a far cry. We were proud then. It meant something for us, but even then we could not foresee just how great should be our growth; how our friends would grow in number; our little enterprise spread as our town itself and its neighboring towns through the years.

But we have grown. We have kept pace with the development of our population. Our circulation has marched with the increase in our homes. Our equipment has had to be brought up to date again and again. The widening field has forced us to meet heavier demands upon our forces Typesetting machines, a twentieth century press, new types, new everything have been needed to keep true to the high standard set so long ago when we were just entering the journalistic field. And to-day, after a quarter century of growth and labor, we feel that we are equipped with experience and material for a new quarter century of still greater efficiency and more rapid development.

From the country village that made up the East Hartford of our birthday, to the urban town of this day, with its modern convenineces, its walks and lights, its transportation facilities its splendid homes, its schools and churches, its public improvements and private enterprises, we have watched our village grow. Acre after acre once held under plow is yielding to the demand for room for homes. Where once cattle grazed or tobacco grew, there are now row after row of substantial houses. We feel that we are entering on an era of fuller life as a town and among the many things that mean for all of us, it means wider range of usefulness for our *Gazette.*

As we turn the files of the past years, as we have often turned them in the weeks consumed in preparing this edition

for the press, it has been cause for selfcongratulation and pride, times without number, to note how our own part in these things has not been slight, but how, through the years when the fulfillment of the promise of our own town seemed long delayed, we yet had faith that great things were waiting for us all. We are not boasting now, nor claiming that we have had any considerable part in making our town or its neighbors what they are to-day. We are only pleased to see that we have marched with the common purpose, kept step, somehow, with the onward progress, counted for some little, at least, in the voices that have spoken for the truth and right.

We can only promise, now, that we shall strive to maintain the same attitude through the years that stretch out to our next greeting, twenty-five years away. We hope to remain as true, as unbiased, as unprejudiced as we have been in the past. And we hope our service will be greater, broader, more deeply felt by all our friends.

Promises made in print have an enduring quality. One can't explain them away later to avoid fulfillment. But we feel that we can safely promise more of the good things we have given you in the past. We have striven to share with others. We have conducted pleasure trips that were educational in nature, for the benefit of East Hartford teachers. We hope to extend these pleasures to others beyond our home town until, eventually, all the towns we serve will benefit by them. It may be that even so early a time as next year will see the beginning of this extension, for we hope that East Glastonbury will, by then, be in line for a part in these good things and then the others.

We hope not only to keep the quality of our correspondence from the towns that compose our field, at its present standard, but to make it higher. It has always been our aim to give our readers the news about their friends, to tell the things that we love to talk about when the coffee is served and we all sit around the big table in our homes. We want more of this "homey" spirit in our columns. We want still more, better equipment, still more perfect tools with which to work. We are proud of being the best equipped weekly paper in the state.. But we want to be more than this. And we believe we will be.

We have kept our advertising columns clean. This alone is no mean task, as any newspaper man can tell you. It has meant refusal to accept many dollars that would have been just as useful to us as to anyone, but they did not seem quite as clean to us as they might have been, and we have preferred a little less income to a paper that was not as unstained as we might wish. But the income has not suffered. For our friends have appreciated the quality of the *Gazette* and we number today among our advertisers a body of men of whom any journal anywhere might well be proud. We have kept our columns free from scandals and sensational stories. We have lost the attraction that belongs to a scandal-purveying paper, but we feel that we have gained readers who would soon have been alienated had we used much of the refuse of life that has presented itself in the guise of news. All these things we hope to continue through the days that intervene between now and the golden anniversary, for in them lies the secret of our growth.

We may grow in size. It is not to be expected that our present sheet will suffice us through the future. Even now we find our news and our advertisements use every available inch. No question of getting "something to fill up the paper." It's rather a question and a serious question, of choosing what is best for the friends who fill up our large subscription list. We may enlarge our number of pages. We hope we shall, for it will mean wider appreciation, more friends, greater service.

This then is our aim for twenty-five years more—a paper even better, possibly larger; faithfulness to a higher standard that has won and kept so many friends; fuller equipment that we may serve these friends more wisely and more thoroughly; an extension of our "sharing" our prosperity with our friends by admitting other towns to our pleasure trips of sight-seeing to home or foreign cities; more readers to feel the home-interest that has gripped so many hundreds to our newsy pages; more columns that will read like letters from home as they do read today to men and women all over this broad land; more news of the growth of our towns to chronicle as part of the story of Connecticut's progress; more of the thousands of good things that have made you and us alike what we are today and that have given us the hopes that make our hearts swell on this anniversary.

We owe you, our readers, a debt for the support you have given us. You have testified that there is a demand for a paper of this high standard. It has been an inspiration many times to remember that in many a home, the city, the country, in farm house or in town mansion, there were those who, unknown so often, appreciated the toil and the anxious thought that made our paper live. Continue to use the same confidence and interest in the future, and you will add strength to our efforts for a better *Gazette*.

We have given this in full because we know that the thoughts contained therein will find a pleasing and ready response in the memories, minds and hearts of thousands of newspaper-makers everywhere, whether they publish great metropolitan dailies or home weeklies. There is much in common among all editors and publishers, the difference is only in the size of their audiences, and these are not necessarily measured by the superior merits of the publications but by the extent of the population of the cities or communities served. The editor or publisher, who faithfully serves his community whatever may be its size, provided the service is full, adequate, acceptable and uplifting, requires as much ability, exercises as much talent and industry, often exerts a deeper and more beneficial influence and is deserving of just as much consideration and honor as he whose lot has been cast in a large city. We are all creatures of environment but the true editor finds equal opportunity for usefulness whatever may be the environment, or the number of people that it is possible to reach. The people are very much alike and are of equal importance everywhere and the newspaper is for the people.

HAVE ESTABLISHED SICK BENEFITS

Bearing date October 1, 1910, and signed by the head of the house—C. S. Peterson—the following announcement has been posted in the Peterson Linotype Co.'s plant in Chicago: "In appreciation of the loyalty shown by its employes, and to further the good feeling already existing, the Peterson Linotype Co. announces the following benefits to be paid to those who have been continuously in its employ one year or more, and who are incapicitated, through injury or sickness not due to the use of intoxicants, for more than two weeks. The benefit will be based on the weekly wages earned and will be paid weekly for a period of not more than eight weeks, beginning after the second week of sickness. Not more than eight week's benefit will be paid to any person within one year. Sick benefit: To those employed one year, 20 per cent. of the weekly wage; two years, 25 per cent.; three, years, 30 per cent.; five years, 35 per cent. Provided in no case will the benefit be less than $3 or more than $10."

Continued from Page 805

In both of these ads from Brother Lueneburg (exhibits 11 and 12) the same defect exactly as noted in the Kennedy and Hallett specimens, earlier in this installment, is the feature that causes otherwise cred-

JACKSON CO. CO-OP. COMPANY

JULY *Clearance* SALE

This will be a busy month with us, cleaning up all odds and ends in summer goods, as we are bound to make this a clean sweep: so be on hand early and get your share of the bargains. There will be so many that we will be unable to list all of them. As you are well aware of the fact that we buy and sell more goods than any other store in Southwestern Minnesota, buying in large quantities and paying cash for our goods and are therefore in a position to save you money on every purchase, and for these reasons we ask a share of your patronage guaranteeing you a square deal at all times, and we stand ready to adjust any matter that is consistent with good merchandising.

Below we quote you a few bargains that seem so good that you know should about them before you get to the store. We hope to see you.

JULY CLEANUP OF LADIES WAISTS

We are not going to go half way about this shirt waist sale. You will be surprised when you see what we have put on sale at the price asked. In this bunch you'll find goods that sold up to $1.25 While they last 38c

We have thousands of yards of remnants of all staple goods on sale at prices that will tempt all close buyers.

LADIES HANDKERCHEIFS

Special Bargain, in Ladies Lawn Handkercheifs 5c and 10c sellers your choice at this sale while they last 2 for 5c

LADIES VESTS

A general clean up bargain, all odds and ends. Your choice while the lot lasts each 5c

HAMMOCKS The hammock season is here. We have a good supply on hand Prices from $1.25 to $5.00

Some Bargains for Men

All odds and ends in mens shirts both light and dark. Shirts that sold from 50c up to $1.00 your choice while they last - - 35c

Mens and boys straw hats all odds and ends to be closed out at once. A lot of hats that sold for $1.00 and $2.00 your choice while they last. 38c

Mens and boys straw hats that sold for from 50c to $1.00 If you can find your size you have a bargain at 18c

Bargains for Women

300 pair Misses stockings put on sale at a bargain. Come quick as they will not last long. Your choice, any size 10c

1000 yards of summer wash goods all remnants. Go at one half price.

2000 yards best American calicoes worth 7c and 8c, until all gone - 5c

Just a few ladies and misses canvas oxfords worth up to $2.00, your choice while they last only" - - 38c

A FEW BARGAINS IN GROCERIES

Here is a bargain that you don't pick up every day. 4 pounds of regular 25c coffee and a 12 qt granite dishpan all for - - - - $1.00

New cabbage per pound - 4c

Fancy 3 KKK Norway herring a lb, 8c

15c can Van Camps baked beans, this sale only - 11c

Cracker Jack a package only 3c

Fan pop corn a " " 3c

Natural leaf smoking tobacco from grower to consumer. As we get this direct from Tennessee with no gov't. revenue stamp attached to package, you buy it at as near actual cost as it is possible. We have only about 100 pounds to sell at, per pound - - 17c

New fresh line of cookies for the hot weather trade. It wont pay you to stand over the stove for hours these hot days when you can buy goods like we sell. BY THE BOX per lb. 10c

We have just picked up a snap in canned peas that sell for 12½c. While the 10 cases last they go at 3 cans for 25c

10 lb box fresh soda crackers - 75c

100 lbs best cane sugar, while the 100 bags we have on hand last. each $5.75

25 lb cloth bags - - $1.45

Pickled herring put up in sealed cans A Bargain at 10c a can

Fancy brick cheese by the whole brick per pound only - - - 18c

Fancy white navy beans, a lb. 5c

TUMBLERS NEVER DID WE OFFER SUCH A BARGAIN as we are now offering. - - 3c each or 6 for 15c

CANNING SEASON will soon be here and we would like to get your order for peaches as soon as possible so as to be sure that you get them.

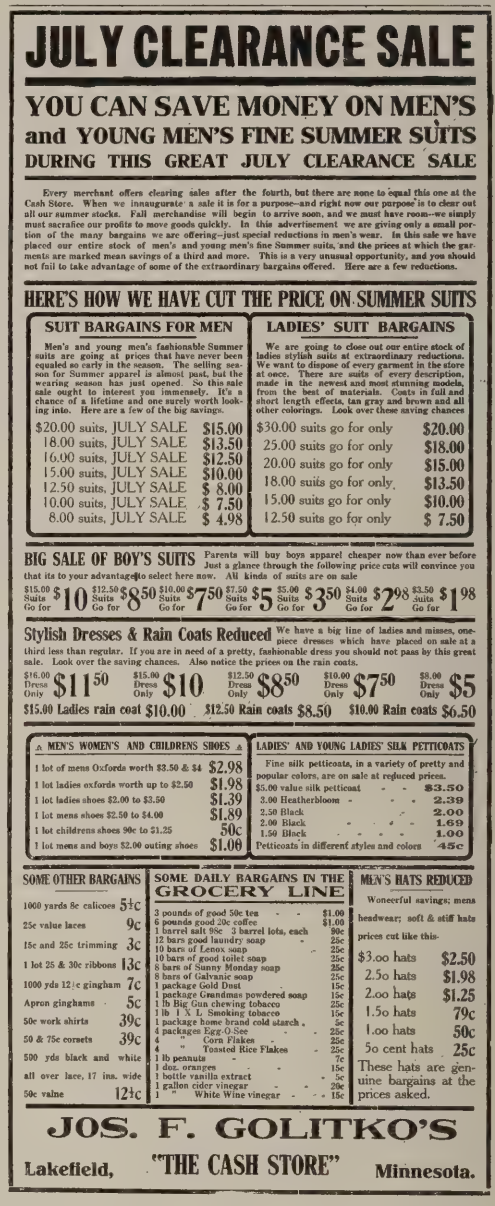
Because of the shortage in all other fruits there will be a large demand for peaches. We are unable to make any prices yet but leave your orders and we will take care of you. Get your orders in as early as possible.

Peaches

Genuine Chase Fly Covers None Better Made Both 100 and 110 inch Lengths

No. 11

itable examples to score low. It is a very conspicuous fact, that in either of these ads there is far too great an abundance of brass rule in evidence and most especially is this strikingly true of exhibit 12. No one should ever attempt to employ as bold a rule as six-point in ad work, save as an outside border. Brother Lueneburg's composition is neat and indicative of con-



JULY CLEARANCE SALE

YOU CAN SAVE MONEY ON MEN'S and YOUNG MEN'S FINE SUMMER SUITS DURING THIS GREAT JULY CLEARANCE SALE

Every merchant offers clearing sales after the fourth, but there are none to equal this one at the Cash Store. When we innaugurate a sale it is for a purpose--and right now our purpose is to clear out all our summer stocks. Fall merchandise will begin to arrive soon, and we must have room--we simply must sacrafice our profits to move goods quickly. In this advertisement we are giving only a small portion of the many bargains we are offering--just special reductions in men's wear. In this sale we have placed our entire stock of men's and young men's fine Summer suits, and the prices at which the garments are marked mean savings of a third and more. This is a very unusual opportunity, and you should not fail to take advantage of some of the extraordinary bargains offered. Here are a few reductions.

HERE'S HOW WE HAVE CUT THE PRICE ON SUMMER SUITS

SUIT BARGAINS FOR MEN

Men's and young men's fashionable Summer suits are going at prices that have never been equaled so early in the season. The selling season for Summer apparel is almost past, but the wearing season has just opened. So this sale ought to interest you immensely. It's a chance of a lifetime and one surely worth looking into. Here are a few of the big savings.

$20.00 suits, JULY SALE	$15.00
18.00 suits, JULY SALE	$13.50
16.00 suits, JULY SALE	$12.50
15.00 suits, JULY SALE	$10.00
12.50 suits, JULY SALE	$ 8.00
10.00 suits, JULY SALE	$ 7.50
8.00 suits, JULY SALE	$ 4.98

LADIES' SUIT BARGAINS

We are going to close out our entire stock of ladies stylish suits at extraordinary reductions. We want to dispose of every garment in the store at once. There are suits of every description, made in the newest and most stunning models, from the best of materials. Coats in full and short length effects, tan gray and brown and all other colorings. Look over these saving chances

$30.00 suits go for only	$20.00
25.00 suits go for only	$18.00
20.00 suits go for only	$15.00
18.00 suits go for only	$13.50
15.00 suits go for only	$10.00
12.50 suits go for only	$ 7.50

BIG SALE OF BOY'S SUITS Parents will buy boys apparel cheaper now than ever before Just a glance through the following price cuts will convince you that its to your advantage to select here now. All kinds of suits are on sale

$15.00 Suits Go for $10 · $12.50 Suits Go for $8.50 · $10.00 Suits Go for $7.50 · $7.50 Suits Go for $5 · $5.00 Suits Go for $3.50 · $4.00 Suits Go for $2.98 · $3.50 Suits Go for $1.98

Stylish Dresses & Rain Coats Reduced We have a big line of ladies and misses, one-piece dresses which have placed on sale at a third less than regular. If you are in need of a pretty, fashionable dress you should not pass by this great sale. Look over the saving chances. Also notice the prices on the rain coats.

$16.00 Dress Only $11.50 · $15.00 Dress Only $10 · $12.50 Dress Only $8.50 · $10.00 Dress Only $7.50 · $8.00 Dress Only $5

$15.00 Ladies rain coat $10.00 · $12.50 Rain coats $8.50 · $10.00 Rain coats $6.50

MEN'S WOMEN'S AND CHILDRENS SHOES

1 lot of mens Oxfords worth $3.50 & $4	$2.98
1 lot ladies oxfords worth up to $2.50	$1.98
1 lot ladies shoes $2.00 to $3.50	$1.39
1 lot mens shoes $2.50 to $4.00	$1.89
1 lot childrens shoes 90c to $1.25	50c
1 lot mens and boys $2.00 outing shoes	$1.00

LADIES' AND YOUNG LADIES' SILK PETTICOATS

Fine silk petticoats, in a variety of pretty and popular colors, are on sale at reduced prices.

$5.00 value silk petticoat	$3.50
3.00 Heatherbloom	2.39
2.50 Black	2.00
2.00 Black	1.69
1.50 Black	1.00
Petticoats in different styles and colors	45c

SOME OTHER BARGAINS

1000 yards 8c calicoes	5½c
25c value laces	9c
15c and 25c trimming	3c
1 lot 25 & 30c ribbons	13c
1000 yds 12½c gingham	7c
Apron ginghams	5c
50c work shirts	39c
50 & 75c corsets	39c
500 yds black and white all over lace, 17 ins. wide	12½c
50c valne	

SOME DAILY BARGAINS IN THE GROCERY LINE

3 pounds of good 50c tea	$1.00
6 pounds good 20c coffee	$1.00
1 barrel salt 95c 3 barrel lots, each	90c
12 bars good laundry soap	25c
10 bars of Lenox soap	25c
10 bars of good toilet soap	25c
8 bars of Sunny Monday soap	25c
8 bars of Galvanic soap	25c
1 package Gold Dust	15c
1 package Grandmas powdered soap	15c
1 lb Big Gun chewing tobacco	25c
1 lb I X L Smoking tobacco	15c
1 package home brand cold starch	5c
4 packages Egg-O-See	25c
4 " Corn Flakes	25c
4 " Toasted Rice Flakes	25c
1 lb peanuts	7c
1 doz. oranges	15c
1 bottle vanilla extract	5c
1 gallon cider vinegar	20c
1 " White Wine vinegar	15c

MEN'S HATS REDUCED

Wonecrful savings; mens headwear; soft & stiff hats prices cut like this-

$3.oo hats	$2.50
2.5o hats	$1.98
2.oo hats	$1.25
1.5o hats	79c
1.oo hats	50c
5o cent hats	25c

These hats are genuine bargains at the prices asked.

JOS. F. GOLITKO'S

Lakefield, "THE CASH STORE" Minnesota.

No. 12

siderable care and skill, but these overabundant black lines spoil the effect of his otherwise clever work.

O. Byron Copper, DeSoto, Wis.

Benton, Ill., July 25, 1910.

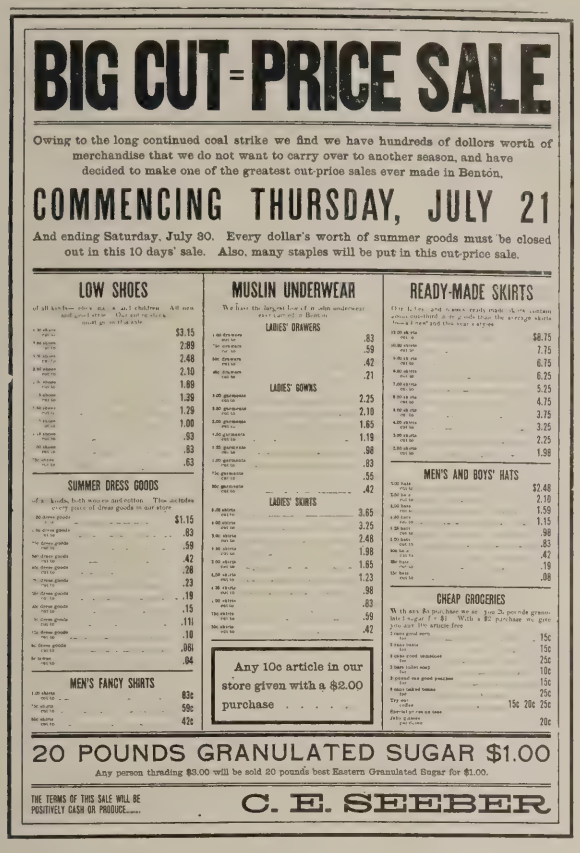
Dear Sir.—I am sending you, under separate cover, a few copies of the *Republican* for criticism—good or bad. Think it a good scheme for us country boys to send specimens of our work to your department, for in doing so we can see some of our efforts reproduced, and also gain valuable information, which will result in much good, if we desire to take advantage of it.

While I kill no time setting ads, I take great pleasure in arranging them so they will be satisfactory to myself as well as the advertiser. The double page ad I send was originally set for a poster, otherwise would have set it the wide way.

Respectfully, DAN ROSS.

I pronounce the Benton *Republican* a very creditable sheet. It maintains a clean front page, consisting exclusively of newsletters from country correspondents, a fact that I'll bet endears the *Republican* to hundreds of rural subscribers. There's nothing

that so widely cements the friendships of a newspaper as this printing of country correspondence. Silly and all as it sounds to us of the better taste—as rotten and all as it really is when measured according to the standards of real literature, yet the rural people love it, and, loving it, they'll take the newspaper that gives them what they want. If I had to make a choice, I'd let everything else go first before I'd cut out my correspondence. The *Republican* gets a lot of other local news, too, and turns it out to its readers in an attractive, readable shape. The advertising patronage is a liberal one, and the ad compositor treats this in a pretty creditable manner, sometimes even achieving something that shows that he knows how to do the better kind of work, Two fairly neat page ads are being shown herewith as Exhibits 13 and 14, and the double-pager mentioned by Brother Ross is equally well executed. I hope to see future copies of this sheet.



BIG CUT-PRICE SALE

Owing to the long continued coal strike we find we have hundreds of dollors worth of merchandise that we do not want to carry over to another season, and have decided to make one of the greatest cut-price sales ever made in Benton.

COMMENCING THURSDAY, JULY 21

And ending Saturday, July 30. Every dollar's worth of summer goods must be closed out in this 10 days' sale. Also, many staples will be put in this cut-price sale.

LOW SHOES

MUSLIN UNDERWEAR

LADIES' DRAWERS

LADIES' GOWNS

LADIES' SKIRTS

READY-MADE SKIRTS

SUMMER DRESS GOODS

MEN'S FANCY SHIRTS

MEN'S AND BOYS' HATS

CHEAP GROCERIES

Any 10c article in our store given with a $2.00 purchase

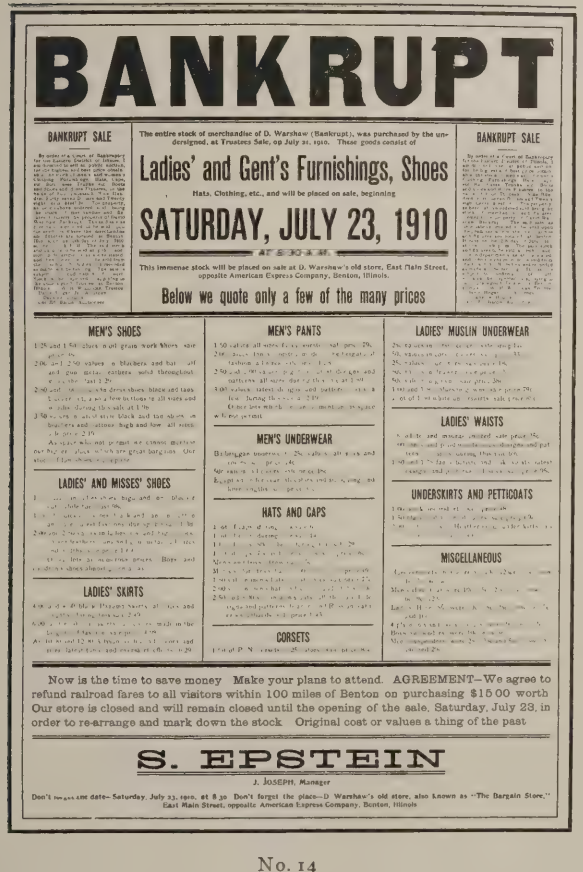
20 POUNDS GRANULATED SUGAR $1.00

Any person trading $3.00 will be sold 20 pounds best Eastern Granulated Sugar for $1.00.

THE TERMS OF THIS SALE WILL BE POSITIVELY CASH OR PRODUCE.....

C. E. SEEBER

No. 13



BANKRUPT

BANKRUPT SALE

The entire stock of merchandise of D. Warshaw (Bankrupt), was purchased by the undersigned, at Trustees Sale, on July 21, 1910. These goods consist of

Ladies' and Gent's Furnishings, Shoes

Hats, Clothing, etc., and will be placed on sale, beginning

SATURDAY, JULY 23, 1910

AT 8:30 A. M.

This immense stock will be placed on sale at D. Warshaw's old store, East Main Street, opposite American Express Company, Benton, Illinois.

Below we quote only a few of the many prices

BANKRUPT SALE

MEN'S SHOES

MEN'S PANTS

LADIES' MUSLIN UNDERWEAR

LADIES' AND MISSES' SHOES

MEN'S UNDERWEAR

LADIES' WAISTS

LADIES' SKIRTS

HATS AND CAPS

UNDERSKIRTS AND PETTICOATS

CORSETS

MISCELLANEOUS

Now is the time to save money Make your plans to attend. AGREEMENT—We agree to refund railroad fares to all visitors within 100 miles of Benton on purchasing $15 00 worth Our store is closed and will remain closed until the opening of the sale, Saturday, July 23, in order to re-arrange and mark down the stock Original cost or values a thing of the past

S. EPSTEIN

J. JOSEPH, Manager

Don't forget the date—Saturday, July 23, 1910, at 8 30 Don't forget the place—D Warshaw's old store, also known as "The Bargain Store," East Main Street, opposite American Express Company, Benton, Illinois

No. 14

"More Work Through Pnblicity"

This department has, for many years, proved one of the most useful in the NATIONAL PRINTER-JOURNALIST; but, unfortunately, of late, doubtless on account of other duties and engagements, Mr. Woodworth—whose work has been highly appreciated—has been unable to render regular service, and, as interest can only be kept up by having such a department appear every month, a change has been found necessary.

The NATIONAL PRINTER-JOURNALIST has been so fortunate as to secure Mr. Winfred Arthur Woodis of Worcester, Mass., for the work.

Mr. Woodis has had a broad printing experience, extending over a period of sixteen years in various parts of the New England States.

During the last five years, he has won fourteen prizes in typographical contests in the United States, at Cambridge, New York, Chicago and St. Louis; also one foreign—winning in a world contest conducted by Il Resorgimento Grafico, a printing publication at Milan, Italy.

Mr. Woodis will always be pleased to hear from the readers of this paper in the interests of Good Printing. He wants specimens of best printer-advertising, suggestions and contributions. The object is to make the "More Work Through Publicity" Department a clearing house of all advertising designs, plans and specimens intended to promote the business of printing, or in any way to advance the craft in any of its departments of commercial job work, publishing, manufacturing-printing, book making, and engraving. The best and most helpful of promotive printing is sought. Mr. Woodis has just established a newly equipped printing plant of his own, fitted with the latest and best type material, having facilities to do modern high grade lines of commercial printing, booklets, loose leaf catalogue inserts, wedding invitations, cards, special announcements, etc. He will be, in this way, constantly in touch with the best up-to-date work, and will be pleased to give information regarding special type arrangements and unusual prints. Join the school, send in specimens of your work, and help yourself and the calling.

Chicago Ben Franklin Club

The Ben Franklin Club of Chicago had a large attendance and a most enjoyable and profitable time at the regular monthly meeting Thursday evening, September 18th. The Club dines together, Thursday noon of each week, and always has one or more addresses, followed by discussions. The noonday hour, of a previous week, had been devoted to discussing the holding up of railroad rate schedules by the Interstate Commerce Commission to the detriment of the roads and the loss and inconvenience of the printers who print these schedules, and a resolution was adopted, appointing members engaged in railroad printing to proceed to Washington with the mission of hurrying up the public officials and getting a decision.

The monthly meeting was devoted largely to hearing a report, by the Secretary, on the proceedings of the Second International Cost Congress. This report is printed in full elsewhere in this issue. It was preceded by pertinent remarks by President Hartman, briefly stating what had been accomplished and what had been planned. Remarks were also made by Mr. Morgan, President of the Cost Commission, and by other members who had attended the Convention. The reports all showed—with enlightening views from different standpoints—how printing had been advanced and printers had been informed along the lines not only of the methods and the importance of an actual cost-finding system, but as to how to prevent leaks and to secure efficiency and the systematic forwarding of work through the different departments.

The matter of educating printers, or an apprenticeship that would be practical, was discussed and a committee appointed to present a practical plan. The fact is, as has been set forth before, that there is a great difficulty in securing the preparation of competent compositors. The trade schools find difficulty in securing boys to enter upon this branch of the trade. They all want to become machine operators or pressmen. Mr. Donelley has pretty successfully solved the problem for the Lakeside Press establishment, as we have recently shown, in an article devoted to a description of the school maintained and the course of study pursued therein. It was suggested, at this meeting of the Club, that the plan of printers' helpers be introduced as in the trades of plumbers, electricians, and so on. But this seems difficult under the present system of specialization and the desire to make as many hours as possible count in productive work. However, in the Donelley School of Printing the plan has been in a measure successfully adopted. After the first six months, or, rather, as soon as sufficient advancement has been made, each boy is assigned to a journeyman printer and acts as his aid and from whom the boy receives instruction. Bright boys are in this way made helpful and useful and do not hinder the workman, but on the contrary earn wages.

One member thought there ought to be a more direct effort to increase membership and that an organizer should be employed. His proposition was not accepted. He seemed to have formed the idea that the Ben Franklin Club had become, in effect, a Union, fixing prices and must, in order to control, have increased membership. To our mind, he had entirely misconceived the movement for an actual cost-finding system. There is no intent arbitrarilly or in any other way, to fix prices to be charged customers. The movement is wholly educative with the very intelligent idea that the trouble has been that printers have not known, or had any reliable method of ascertaining the actual cost of the work for which they paid as related to production. It is believed that when printers know the cost they will charge a reasonable, living price above that, for the work done. The employing printers are not seeking to form a trust or a monopoly and need no other agency than the spread of intelligence, to reach the wholly worthy ends had in view.

Loyal Service

We are all workers, one for the other and the following well-put views by Hubbard, are no less applicable to publishers and employing printers than to journeymen. It is not only business wisdom to rightly, loyally and effectively serve customers, readers and advertisers but it is a duty that, well performed, brings highest satisfaction with permanent success that is above all temporary gain:

"If you work for a man in heaven's name work for him. If he pays you wages that supply your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institute he represents. I think if I worked for a man I would work for him. I would not work for him a part of his time, but all of the time. I would give an undivided service or none. If put to a pinch an ounce of loyalty is worth a pound of cleverness.

"If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of the institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part you disparage yourself and don't forget—'I forgot' won't do in business."

Distinctive Ad Displays

By S. Roland Hall in Practical Printer.

To be effective, an advertisement must first catch the eye. Catching the eye depends on several things: favorable position in the medium in which the advertisement is inserted; attractive display to draw the attention; clear type that will flash the message to the mind the instant the eye rests on the display.

Display, therefore, has two missions: first, to draw the attention; second, to make clear immediately that part of the advertisement that is most likely to turn attention into interest and impel a full reading of the advertiser's message.

Six students of the School of Journalism of the University of Missouri have been awarded cash prizes for the best articles on the Fruitville farm houses in Howell County, Mo. The prizes were offered by Col. J. L. Torrey, president of the Fruitville Farms Company. They described the 10,000 acre farm homes park of the company, the probable effects of the intellectual influences which will be exerted upon those living in the park during the next fifty years, and gave careful forecasts as to the future of this section of the beautiful Ozark region. The two first prizes were won by Raymond F. Leggett, of Carthage, and G. V. Kenton, of Lee's Summit; the second prizes by J. F. Williams, of Joplin, and J. E. Chasnoff, of Sedalia; the two third prizes by J. B Powell, of Quincy, Illinois, and Vaughn Bryant of Kansas City.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

ANNOUNCEMENT.

The firm of A. F. Wanner is now located at 184-202 E. Congress St., near Fifth Avenue, Chicago, Illinois. They will sell exclusively printers' machinery, wood goods, outfits and a complete line of rebuilt printers' machinery, etc.

Mr. A. F. Wanner is well known to printers all over the country, having been established since 1875. His good-will, friendship and reputation have won for him a host of friends, who will naturally continue to give him their heartiest support.

Mr. Weber and Mr. Franklin Wanner will continue in the manufacturing and sales departments. Mr. Weber has had a lifelong experience in printing machinery, and is well known to all printers in this part of the country. Mr. Franklin Wanner has been in the printing supply business for the last two years. He has had a Mechanical Engineers Training at Armour Institute, and has been in the Engineering Department of the Westinghouse Machine Company."

KEYSTONE'S SELLING AGENTS IN MEXICO.

By a new arrangement just consummated between Keystone Type Foundry and Parsons Trading Co., the latter one of the largest and best known Export Houses in New York. Printers and publishers in the Republic of Mexico are now going to be put on the same footing as those of this country in the matter of buying their supplies and getting prompt and satisfactory service. The deal provides that Parsons Trading Co. is to carry in the City of Mexico a large and complete stock of Keystone products, sufficient to enable them to promptly fill any order they may receive. A suitable Warehouse specially fitted up to specifications supplied by the Keystone, awaits the arrival of this stock, which will be in place earl in November, when the new Mexican Selling House will be ready to fill orders.

In addition to its own Houses in Philadelphia, New York, Chicago, Detroit, Atlanta and San Francisco, the Keystone has the following Selling Agents, who carry large stocks of its products: Richmond Type & Electrotype Foundry, Richmond, Va.; Printers' Supply Co., Minneapolis, Minn.; Soldan & Co., London, Eng.; George M. Stewart, Montreal, Canada; Printers' Supplies, Limited, Halifax, N. S.; Parsons Trading Co., Mexico, D. F.

IT PAYS TO ADVERTISE.

C. I Johnson Manufacturing Company, of St. Paul, Minn., who have been carrying a page advertisement in the National Printer-Journalist for the past five months, write, under date of October 11, 1910:

"We have been fairly swamped with business and have received orders already this week for six cylinder presses, two of them going in the city.

The demand for Hansen Copper Alloy Type is steadily increasing. We have found that this foundry's personal attention to their casting department has been the means of keeping the Hansen Type up to a high standard, more so than it would probably be if they had to depend entirely upon hired help.

We have recently taken over the Northwestern agency of the Evans Attached Folder, for which we are finding quite a demand. They seem to have as near a "troble proof" folder when. Paper becomes wrinkled, instead of clogging up the machine and stopping it the folder automatically clears itself and the mashed up paper drops to the floor and doesn't bother the next sheet that is fed.

Hope that you are prospering and with regards, we are, Yours truly,

C. I. JOHNSON MFG. CO.

A visit to the Pavyer Printing Machine Works, in St. Louis, revealed a gratifying prosperity and increase of business. The Company does a large business in repairing and rebuilding machinery for printers, besides manufacturing the Utility Paper Cutter, the Reversible Paper Clamp, and the Mustang Mailer, that have proven their worth through general use and are for sale by all dealers. The Utility Paper Cutter is substantially built and is very simple in its construction, consequently not liable to get out of order. It will cut and square full 16 and 18 inches respectively, has iron bed, adjustable back gauge, and the new Reversible Clamp, enabling the operator to bring the back gauge to within one-half inch of the knife.

The Clamp is reversible, as its name indicates, is easily handled and can be changed from wide to narrow clamp (cutting to width one-half of an inch) in less than a minute's time.

The Mustang Mailer occupies a space of thirty-seven inches in length and four and one-half inches in width; is made wholly of iron, without springs or complications of any kind to get out of order, and can be operated by a boy as easily as by a man.

Sinclaire & Valentine Co. announce that on account of the importance of Chicago as a commercial center, and because of the steady growth of their western business, they have found it necessary to increase their manufacturing facilities and sales force there.

Chas. W. Smith of New York, who has been closely associated with the Printing Trade throughout the country, has joined the company, and has been appointed Resident Manager of their Chicago House, with headquarters at 400 Clark St.

In following out this plan, they aim to give the Western Printers and lithographers a prompt and satisfactory service.

They believe the Printing Trade will find in Mr. Smith a thoroughly progressive business man.

The Bassolio Ink & Color Co., of New York write: "Owing to a large increase in our business we have been forced to secure executive offices in Suites 1059, in the Fifth Avenue Building, 200 Fifth Avenue. We are also preparing, for the same reasons, to move into new factory quarters where we will have ample facilities in order to take care of our rapidly growing business."

Fred A. Harding, former editor of the Hudson, Wis., *Star-Observer,* has purchased the Soo *Critic*, a weekly paper in Sioux Falls, S. D.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—Two Unitype Machines, 10 and 8 point; good condition; very cheap for quick sale. Address F., this Office.

YOUNG UNINCUMBERED SOLICITOR—On commission for printing occasional inside work for which salary will be paid. An active, hustling, fairly competent printer. (Free Mason preferred), and thoroughly honorable, may have excellent future. Location, a Pacific Coast city. Write Bates, care Barnhart Bros. & Spindler, Type Founders, Chicago, Illinois.

BANKRUPT SALE of Monotype, job press, paper cutter, gas engine and other printers' material. List on request. East Wisconsin Trustee Co., Manitowoc, Wis.

EXCELLENT EDITORIAL SERVICE—50c. WEEK UP. Able, original, exclusive. Any proportion political. 5450 Vernon Ave., St. Louis.

ADVERTISING AND PUBLICITY MAN WANTED—Automobile manufacturing company is in need of a writer having both advertising and news experience. State age, education, experience and salary expected. Address F., National Printer-Journalist.

FOR SALE—The plant of The Masterman Printing Company, Kansas City, Missouri. Equipment consists of one No. 00, one No. 3 and one Pony Miehle presses, three 10 x 15 C. & P. Gordon presses, one Dexter folding machine, one Dexter folding machine, one Latham stitcher, one Boston stitcher, one 38-inch Seybold cutter. Individual motors on each item mentioned above. Has a complete composing room equipment, much of the type being practially new, and also omplete office equipment; all in FIRST-CLASS condition. An exceptional bargain at $12,500.00. H. H. PETERS, W. R. MERSHON, Receivers, 412-16 E. 9th St., Kansas City, Mo.

WANTED—Practical printer with $1,500 to invest, to take charge of medium-sized plant as superintendent, at good salary. Address, "Printer," care National Printer-Journalist.

FOR SALE—Strictly first-class daily and weekly newspaper and job printing plant in manufacturing city 150 miles from Chicago. Must be sold because of death of owner. Excellent equipment, linotype, new presses, etc. Big run job work. Old established business. Adress, L. M. J., care National Printer-Journalist.

DAILY NEWSPAPER PROPERTY

Paid $81,000.00 in dividends in past eleven years after paying expenses of operation, owner's salary, maintaining efficiency of equipment and purchasing new equipment. Annual cash receipts now about $70,000.00. Will be sold for $75,000.00. Substantial cash payment necessary.

Proposition No. 55.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

FOR SALE—Printing plant, containing 23x28 Campbell two-revolution, 8x12 C. & P. press, 2-h. p. Foos gas engine, 25-in. Advance lever cutter, 24-in. Gem perforator, Success wire stitcher, type, cases, cabinets, etc. Everything strictly first-class. Much of the outfit is new. Will sell as a whole or separately. Write for itemized list. Reason for selling, owner's time has been sold to Lyceum Bureaus. Address, Surburban Press, Bellefontaine, Ohio.

In
"Boston"
Wire
Stitchers

not only is the wire visible at all times without dismantling the machine, but the exact spot in the work into which the stitch is to be driven is in plain view of the operator. This is important for quality stitching. Ask the operator. Then write for information in detail regarding these and other valuable features of the "Boston" Wire Stitcher.

American Type Founders Co.
General Selling Agent for the
"Boston" Wire Stitcher

ENGRAVED CARDS

For cash with order from the Trade we engrave a one line plate and furnish 100 engraved cards postpaid. In Script, 80c. Block or Gothic, $1.15. Roman, Solid Old English, or French Script, $1.25. Shaded Old English, $1.50. Shaded Roman or French Script, $1.60. For plate and 50 cards, any style, deduct 20c from the price for 100.

Engraved Weddings and Business Cards, Steel Die Embossing from all sizes of Dies.

THE AMERICAN EMBOSSING CO., 192-196 SENECA ST., BUFFALO, N. Y.

Jaenecke's NEWSPAPER INKS

ARE universally recognized as the highest standard of perfection. Their use is a matter of economy, because of their great covering properties, as it has been demonstrated that a given quantity of any of our Celebrated News Inks will produce a greater number of impressions than any other News Ink manufactured. They possess excellent working properties, do not smut the tapes or angle bars, impart a clean, clear, sharp impression, and print black and uniform. These Inks are manufactured in consistencies suitable for any speed or press.

Correspondence solicited.

The Jaenecke Printing Ink Co.

Main Office and Works: Newark, N. J.

New York · Philadelphia · St. Louis

Chicago Office: 351 Dearborn Street

Mr. W. H. Abbott, President of the Abbott Press, New York, says: "KLEENU used for several months by our employees. A good thing. Ought to be in every printshop."

STRAIGHT FROM THE SHOULDER

FOR YOU

MR. "PRINTER-DOCTOR":—

While we make the very best of printing inks at lowest prices, the owners of our company, being their own chemists and buyers, and not having to pay large salaries for such services, and while we *advertise, we really do not expect* to sell inks through our advertising.

"PRINTER-DOCTORS" rarely ever "take their own medicine." They all advocate the *liberal expenditure of printers'* ink for business development, but very seldom, *if ever, voluntarily* encourage the "expenders" of it by expressing their approval, and encouraging the faith of the follower of their advice by giving him even the smallest order to prove the value of the policy *they always preach.*

All we hope is that our ads will make known the name of BASOLIO so that some day *in the sweet bye and bye* when we may be rich enough to keep a *specially employed man dogging* your every footstep, drumming into you the merits of BASOLIO INKS—blowing you to dinners, wine and good cigars and, *what is more—adding the price of all this pleasure* and 20 per cent. more to your ink bills over what you could buy them at by taking advantage of our *present day tactics,* then we shall expect to do *a large and satisfactory* business with you.

We do recommend KLEENU, however, as the best preparation we have ever used to remove printing ink from the hands.

It cleans quicker than anything we have ever found and keeps the hands soft as a baby's.

We have made arrangements with the KLEENU MANUFACTURING CO. which enables us to offer

ONE DOZEN FREE

with any order for printing or lithographic ink exceeding the amount in value of $7.00, we to match quality and do as well or better as to price as any competitor. All we want is a fair chance to prove the worth of our product.

As this proposition is made for the purpose of introducing these products it only holds good for first order, in proportion with one dozen free with every $7.00 worth of ink.

AGENTS WANTED

BASOLIO INK & COLOR CO.

200 Fifth Ave., Room 1059 NEW YORK

WE OFFER YOU ANY FACE OF TYPE WE MAKE, in Weight Fonts, at our low Body Type List prices, less a liberal discount. No other Foundry will make you the same offer on their Type.

KEYSTONE TYPE FOUNDRY 529 to 531 Wabash Ave. CHICAGO, ILLINOIS

DESIGNS and DRAWINGS

Simple and inexpensive or as elaborate as you wish for all *Advertising, Catalogue* or *Commercial* needs.

COLOR ENGRAVINGS

by the several up-to-date processes adapted to suit any given printing conditions.
Send for Specimen Portfolio No.
—ESTABLISHED 1889—

GATCHEL & MANNING

DESIGNERS and ENGRAVERS
in one or more colors
PHILADELPHIA

NO MORE CUT ROLLERS
INK-DIVIDING BANDS

The Final Word in Color Printing
—SAVE MANY TIMES THEIR COST—

Practically Indestructible; Do not Injure Rollers; Positioned Instantly. **Thirty Days' Trial Allowed** on all first orders Give nominal diameters of rollers, and number and widths of brands wanted.

"We have used your Ink-dividing Bands and are enthusiastic about results."—**Unity Press**, New York City

N-M-C-R COMPANY
370-372 SMITH ST., BROOKLYN, N. Y.

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2. per Annum, post free. **Specimen Copy sent on receipt of 35 Cents**

PUBLISHED BY
RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer
INKOLEUM
THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. **NO SAMPLES**

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

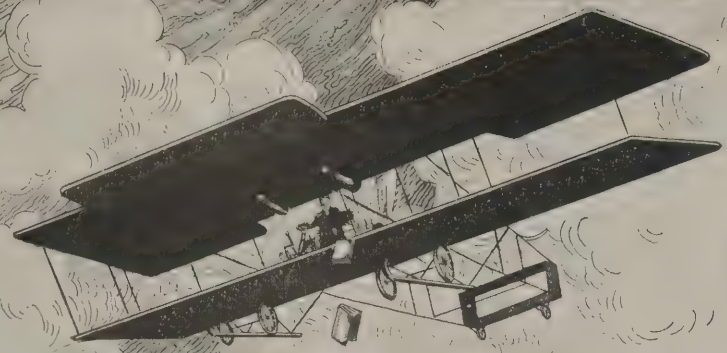
Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

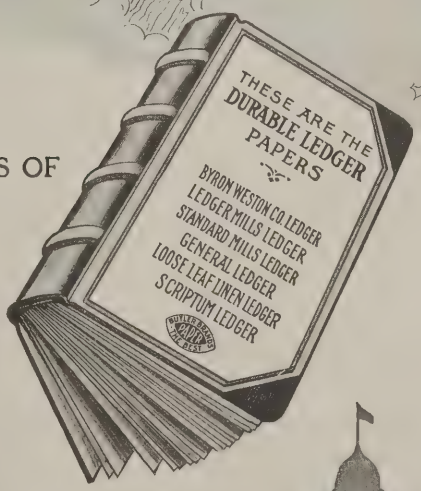
F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas.

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.



LEDGERS AND RECORDS MADE OF BUTLER'S "DURABLE LEDGER" PAPERS WEATHER THE SEVEREST USAGE

You ought to use and recommend BUTLER BRANDS because they more than satisfy. We want you to have samples of our "Durable Ledger" papers to judge of their merits for yourself.



DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO., Milwaukee, Wis.
INTERSTATE PAPER CO., Kansas City, Mo.
SOUTHWESTERN PAPER CO., Dallas, Tex.
SOUTHWESTERN PAPER CO., Houston, Tex.
PACIFIC COAST PAPER CO., San Francisco, Cal.
SIERRA PAPER CO., ... Los Angeles, Cal.
OAKLAND PAPER CO., . . . Oakland, Cal.
CENTRAL MICHIGAN PAPER CO., Grand Rapids, Mich.
MUTUAL PAPER CO., ... Seattle, Wash.

AMERICAN TYPE FOUNDERS CO., Spokane, Wash.
AMERICAN TYPE FOUNDERS CO., Vancouver, B. C.
NATIONAL PAPER & TYPE CO. (Export Only), N. Y. City
NATIONAL PAPER & TYPE CO., City of Mexico, Mex.
NATIONAL PAPER & TYPE CO., City of Monterey, Mex.
NATIONAL PAPER & TYPE CO., Havana, Cuba

J. W. BUTLER PAPER COMPANY

CHICAGO

BUTLER·BRANDS PAPER THE BEST

ESTABLISHED·1844

A Well Made Roller
Makes Money
and
Saves Many Times Its Cost

ESTABLISHED 1869
OLDEST IN THE WEST

The Buckie Printers' Roller Co.

CHICAGO, ILL. 396-398 S. CLARK ST.
ST. LOUIS, MO. 1804 PINE ST.
ST. PAUL, MINN. 466 JACKSON ST.
DETROIT, MICH. 172 GRAND RIVER AV.

Our Rollers Are Guaranteed

The Buckie Printers' Roller Co.

396-398 SOUTH CLARK STREET, CHICAGO

Branch Factories: St. Louis, Mo. St. Paul, Minn. Detroit, Mich.

If You Have on Your Hands

$1500
Easy Payments

A Live Newspaper Proposition

why handicap it under the mistaken idea of economy with curtailed hand-set news matter and "boiler plate" filler?

If it's a "Dead One" it doesn't matter—but if you mean to make it a "Live Wire"—a real need to your community—a means of successful livelihood to yourself and family—continued hand-setting and "boiler-plating" are drags on your upward progress.

There's a better way—

The Junior Linotype Way

More than 700 Country Publishers have found this out.

It's not too late for you

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO: 521 Wabash Ave.

SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 332 Camp St.

MELBOURNE, SYDNEY, N.S.W., WELLINGTON, MEXICO CITY, } Parsons Trading Company

TORONTO: { Canadian Linotype, Limited, 35 Lombard St.

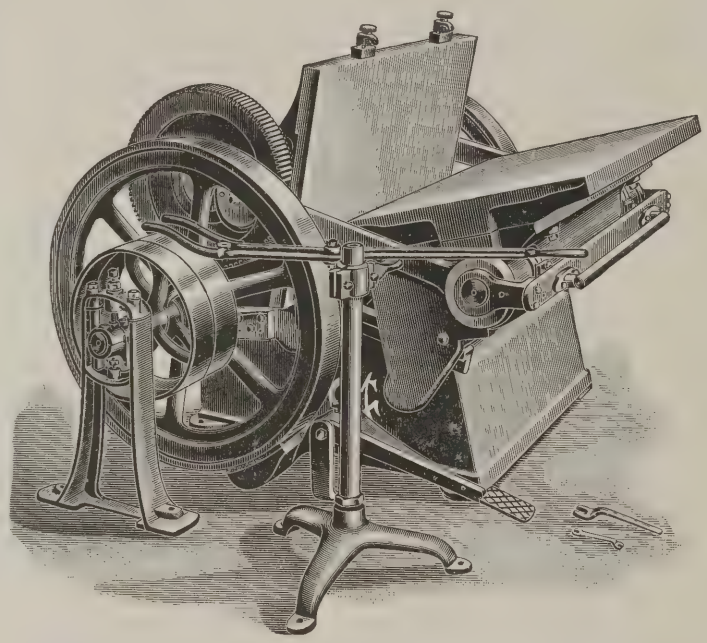
STOCKHOLM: Akt.-Bol. Gumaelius & Komp.
ST. PETERSBURG: Leopold Heller
COPENHAGEN: Lange & Raaschou

BUENOS AIRES: Hoffmann & Stocker
HAVANA: Francisco Arredondo
RIO JANEIRO: Emile Lambert
TOKIO: Teijiro Kurosawa

The National Machine Company

Sole Manufacturers

111-113 Sheldon Street, - Hartford, Conn., U.S.A



EARLY in 1876 the first printing presses adapted to the work of cutting and creasing paper and pasteboard for boxes were made by M. Gally, since which time there have been placed hundreds in most of the paper-box manufactories of the United States. The press now offered is the latest improvement, and is the most powerful and easily handled machine ever produced for this purpose. It has the improved platen movement of the Universal Press, it is remarkably simple, and being extremely solid in its build, it is peculiarly adapted for either stamping or paper-box cutting. All sizes have the extra steel gibbed lock and are also provided with phosphor-bronze bushings between the draw bars and impression cranks.

In these presses are combined unequaled power, speed, strength and facility for operating. The speed is limited only by the expertness of the feeder. The platen is under absolute control by means of the instantaneous throw-off. These presses are double geared, extremely powerful, durable and effective, and will not "stall."

The Largest Cutter and Creaser Made in the World

BUILT IN FIVE SIZES

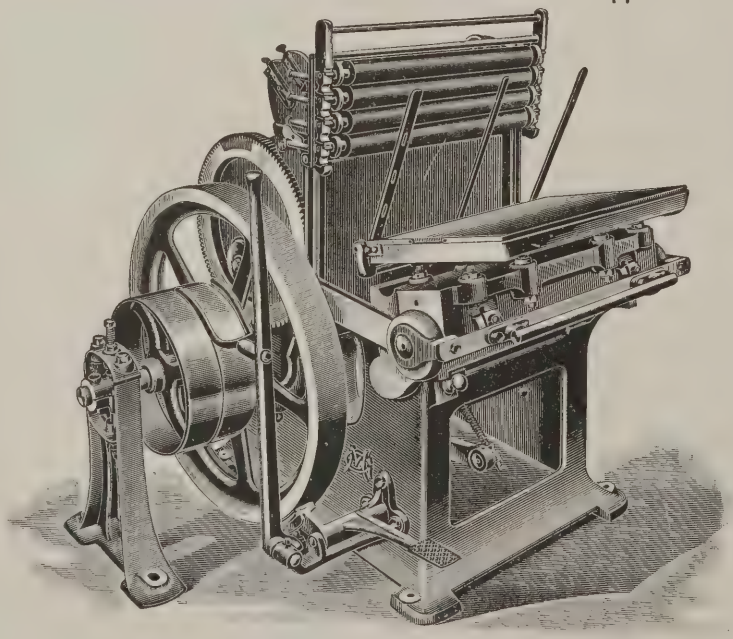
No. 1,	20 x 30	in. inside	chase
No. 1 1-2,	22 1-2 x 30 1-4	"	"
No. 2.	23 1-4 x 31	"	"
No. 3,	27 x 40	"	"
No. 4,	30 x 44	"	"

Power for Nos. 1 and 1 1-2, one h.p., for Nos. 2 and 3, one and one-half h.p., and for No. 4. two h.p.

Improved Styles

Quarto Medium,	**10 x 15**	**inside**	**chase**
Half Medium,	**13 x 19**	"	"
Half Super Royal	**14 x 22**	"	"
Super Royal No. 4	**17 x 25**	"	"
Embosser No. 1,	**21¼ x 22**	"	"
Embosser No. 2,	**24 x 26**	"	"
Stamper No. 3,	**24 x 26**	"	"

Cutting and Creasing Presses, 5 Sizes



Super Royal No. 4. 17x25 inside Chase.

TO meet the demand of those printers who require a larger press than the 14 x 22 inches; to publishers using ready prints, in small towns, for one-page work; blank book makers and others who do not have constant need for a cylinder press, we offer the Style No. 4 Universal. This press is built in one size only—17 inches by 25 inches inside chase, on new lines and no expense has been spared in this new production, now offered to the trade for the first time.

The frame is of a solid, modern design, and is proportionately heavier than the 14 x22 inches; the bridge, fly-wheel, hook connection and cam lever are heavier; the cam-way in the large gear wheel is of an improved design, requiring a larger friction roller; the gear wheel has the steel sections in the rim and cam-way like the Style No. 2 and Style No. 3 Universals; the carriage ways are of a new design, the carriage slot being perpendicular its full length; this press has the long pinion shaft with the outside floor support like the Style No. 3 Universal and the new style double inking device without springs is a part of the regular equipment.

The following small parts are included:—FIVE STEEL CHASES, one roller mould (for which a set of cast rollers will be substituted if preferred), eight form roller stocks, six distributor roller stocks, two vibrator or ductor roller stocks, sixteen roller wheels, (eight large and eight small,) three iron lateral distributors or changers, two feed tables and one set of wrenches. No treadle fixtures are supplied with this press. Each press is shipped complete with ink fountain and side power fixtures, including tight and loose pulleys, and the improved belt shifter and brake combined. Gross weight complete, crated for domestic shipment, 3,500 pounds; floor space required,—including feed tables and stands in position,—44 inches from front to back and 60 inches sideways; Pulleys, 16 inches in diameter with 3¾ inches face, carrying a 3½ inch belt; the flywheel makes eight (8) revolutions to each impression and the press will require about 1½ H. P. to operate it. Price furnished on application to Agents or The National Machine Co.

Write for Catalogue. Sold by All Reputable Dealers in the World.

THE NATIONAL MACHINE CO., **Sole Manufacturers** HARTFORD, CONN., U.S.A.

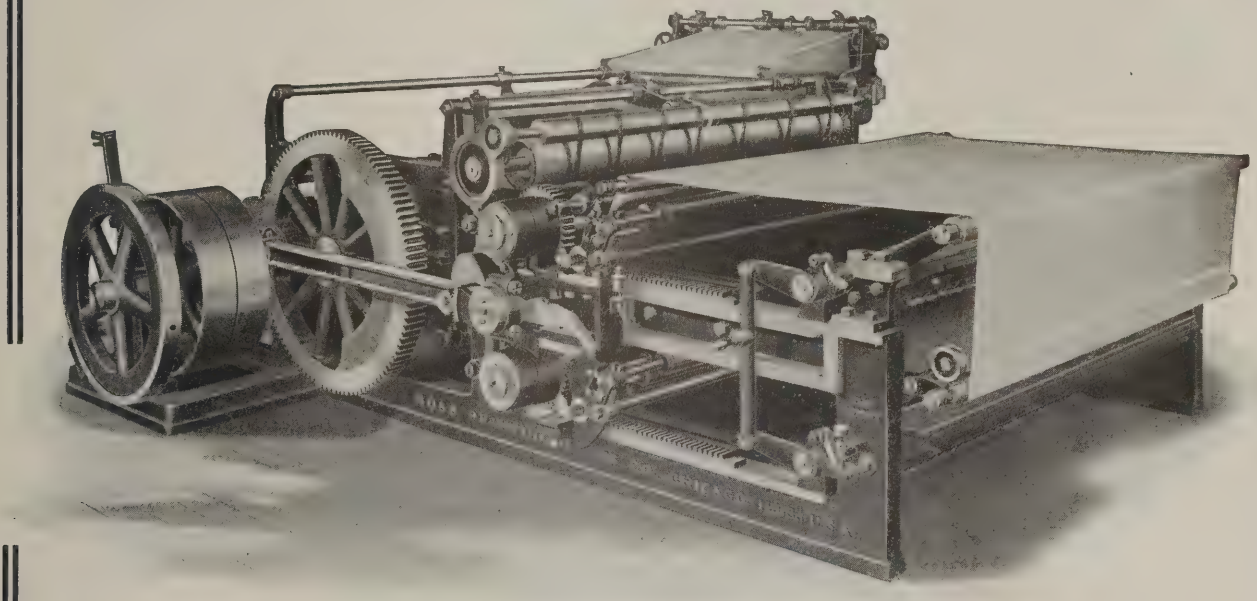
HALLEY'S COMET HAS COME AND GONE

But the GOSS "COMET" Press Has Come to Stay Forever

THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS

THIS LITTLE PRESS WILL PRINT, PASTE AND FOLD FOUR, SIX OR EIGHT PAGES OF EITHER A SIX OR SEVEN COLUMN 13 "M" STANDARD SIZE NEWSPAPER



The "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable, while the inking fountains are of the thumb screw variety (screws two inches apart).

It has double drive, angle bars for associating the webs, and practically a rotary tapeless folder.

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an ECONOMICAL PROPOSITION?

PATENTED AND BUILT BY

THE GOSS PRINTING PRESS CO.

NEW YORK OFFICE:
No. 1 Madison Avenue
Metropolitan Life B'ld'g.

16th Street and Ashland Avenue
CHICAGO, ILL.

LONDON OFFICE:
No. 92 Fleet Street
LONDON, - ENGLAND

BARNES-CROSBY COMPANY'S
HEADQUARTERS
FRANKLIN AND MADISON STS
CHICAGO

PART OF CHICAGO ORGANIZATION

GROUP OF ST. LOUIS STAFF

Conversation may take the order, but plays no part in its *execution.*

"Quality" illustrations and engravings result only from organization and equipment—men and money.

Barnes-Crosby Company is an organization of 400 people, engaged in producing illustrations and engravings—nothing else.

Barnes-Crosby Company in its Chicago headquarters employs 275 men and women and occupies 45,000 square feet of floor space.

In its St. Louis establishment, 75 people and 20,000 square feet of floor space.

50 representatives, artists and photographers are employed in its chain of Branch Offices.

Make this organization your art and engraving department, because **Barnes-Crosby Company co-operates with printers, but does not compete with them.**

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President.

Artists :: Engravers :: Catalog Plate Makers

Complete Establishments:

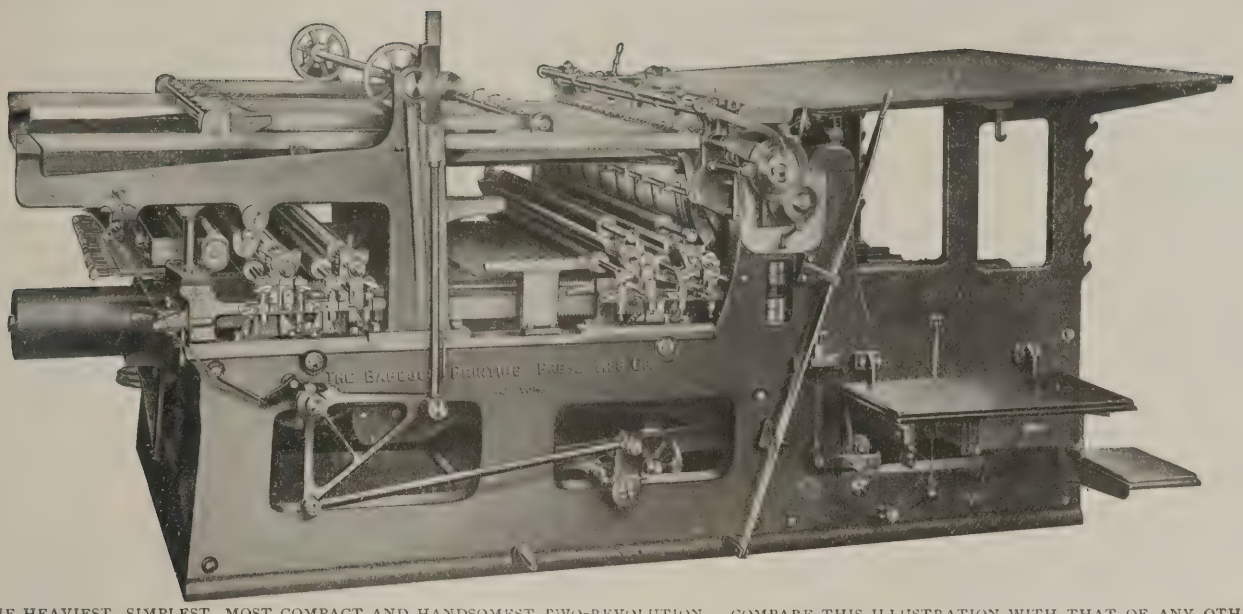
215 Madison St., Chicago **214 Chestnut St., St. Louis**

And a chain of Branch Offices and art departments. Get in touch with the nearest one. Write for samples and information.

New York Cincinnati Detroit Indianapolis Kansas City Memphis San Antonio

Toledo Milwaukee Minneapolis Cleveland Moline Atlanta Mexico City

ST. LOUIS
Complete Establishment
214 CHESTNUT ST.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The assertion that the Optimus is stronger than any other is of small value without the reasons why. These ads. give them. That their force may be understood we make comparisons. Even more forceful will be a call at any pressroom where the Optimus is in use with any of its competitors. There, in actual work, is the evidence that convinces; and in this ultimate test the Optimus everywhere and always proves its superior rigidity. Almost regardless of other qualities the press that is strongest is the best.

As one of the reasons for the extraordinary impressional strength of the Optimus, the advantages of a correct cylinder lift were described last month. As Optimus cylinder boxes are practically its cylinder lift, and as much of rigidity and endurance must depend upon them, the manner of their making is important.

The Optimus has a split box, a box made in two pieces that are separable. With the two parts firmly fastened together the box is bored, then carefully reamed with two reamers. Separated, the interiors are easily accessible to the workman, who scrapes them until a perfect surface is secured. Finally assembled, the shaft lies within the box touching in every part for a full bearing over its entire surface. This perfection gives slow wear; and after years of use the split box gives an easy take-up. These Optimus boxes are solidly fixed to the side-frames, and compel them to bear the strains of impression. So perfect is all this that only the Optimus never shows the weakness of guttering.

The pipe box is generally used. It is made from a single piece, and cannot be taken apart. The inside cannot be scraped very well to work off the high spots; the shaft works on these and when wear reduces them the shaft is loose; there is no take-up, and a bad condition remains. These boxes are not fixed to the side-frames, which have little to do with impressional resistance, but play up and down with the cylinder, which is both lifted and held to impression by long rods, toggles and springs, quite contrary to the admirable Optimus practice of concentrated strength, simplicity and directness.

SET IN AUTHORS ROMAN AND AUTHORS ROMAN ITALIC

INKEEZE

A RESULT PRODUCING SOFTENING SOLVENT

IF YOU HAVE COUGH, COLD, SORE THROAT, PAINS IN THE HEAD....OR ANYTHING LIKE THAT....IT IS OUT OF OUR LINE —— BUT

IF YOU HAVE AN INK WHICH NEEDS... SOFTENING OR REDUCING IT IS EASY.... INKEEZE WILL

REDUCE THE BODY....REMOVE THE TACK AND GIVE THE PRESSMAN COMPLETE CONTROL OF DRYING QUALITIES, ETC., OF ANY INK. —— TRY IT....NOW!

Manufactured by

The Queen City Printing Ink Co.

H·D· INK

CINCINNATI, . 1913-1935 South Street
CHICAGO, . . . 345 Dearborn Street
BOSTON, ... 174 Pearl Street
PHILADELPHIA, . 11th and Hamilton
KANSAS CITY, . 6 and 8 West 14th Street
MINNEAPOLIS, 316 Fifth Avenue, South

THE
QUEEN CITY
PRINTING INK
COMPANY
H·D·
INK
CINCINNATI, CHICAGO, BOSTON,
PHILADELPHIA, KANSAS CITY,
MINNEAPOLIS.
Albert Loose

LIGHT DUAL-TONE SEPIA, 5560.

The Queen City Printing Ink Company

CINCINNATI - CHICAGO - BOSTON - PHILADELPHIA

KANSAS CITY, MO. - MINNEAPOLIS

Advertisers and Sunday Editions

SOME advertisers decline to use newspapers just because they cannot effectively show their product. They like magazine typography, and rely on the magazines for publicity, when as a matter of fact their distribution calls for newspaper advertising also.

It is common belief that the magazines can be more painstaking because they have more time, but most of the magazines you see are printed at high speed on Cottrell Rotary Presses. The big circulations make speed necessary. The color tone and typographic excellence are better than at the time these publications were printed on flat-bed presses.

A Sunday supplement printed on book paper on a Cottrell Rotary Press presents a new field for newspaper publishers. The possibilities of its advertising section are so great that they are startling.

THE COTTRELL SUNDAY SUPPLEMENT ROTARY PRESS

is built on the same principles as the Cottrell Magazine Rotary Press on which the big magazines are printed. It gives to Sunday Supplements the magazine beauty of effect by the same means that magazines use to get it.

Let us send you Samples of its Work

C. B. Cottrell & Sons Co.

Works:
Westerly, R. I.

25 Madison Square North
New York

No. 279 Dearborn St.
Chicago, Ill.

C.I.JOHNSON MFG.CO.

SAINT PAUL ═══ MINNESOTA

Largest Dealers in **Rebuilt Printing Machinery** in the Northwest

Complete PRINTING Outfits Carried in Stock

Hansen Standard Line Copper Alloy Diamond Nick } **Type in Stock**

Hamilton Wood Goods
Chandler & Price and Challenge Gordons
Colt's Armory Presses
Golding Jobbers
Hickok Ruling Machines
Latham Bookbinding Machinery
Rosback Products
Rouse Sticks and Cutters
Star Sticks and Gauges
Oswego and Brown & Carver Cutters
Southworth Punches

Northwestern Agents: EVANS' ATTACHED NEWSPAPER FOLDER, attached to any rear-delivery press —— detached in two minutes —— You should investigate

NEW SCOTT DRUM CYLINDER PRESS
Highest Grade for Job and Newspaper Work

C. I. JOHNSON MFG. CO.

The Firm of Practical Men SAINT PAUL, MINNESOTA

THIS AD SET IN HANSEN LINING CASLON FULL FACE J. A. K.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

YOU ARE PAYING

For Doubletone Inks and Ullmanines
Whether you use them or not.
If you use them, you are repaid
And more, by your profits
On superior work, and the business
You take from competitors.

If you do not use
Doubletone Inks and Ullmanines
Nevertheless you are paying for them
In loss of business, profits and prestige
What you lose—others gain.

As long as you are paying
For Doubletone Inks and Ullmanines
Why not use them—and get the profits
You now are giving away.

SIGMUND ULLMAN CO

NEW YORK
PHILADELPHIA
CHICAGO
CINCINNATI

Tell Us Your Troubles

We Can Probably Help You

Our years of experience, together with expert service we can give you in your various departments, has proven valuable to many of the largest printers in the land and is yours without cost.

In the COMPOSING ROOM we are especially strong. Our department of Composing Room Design has established a record, of which we feel truly proud. We have designed Composing Rooms for such well known houses as National Cash Register Company, Dayton, Ohio; Federal Printing Co., New York City; Rogers & Company, Chicago; Springfield Publishing Co., Springfield, Ohio; Excelsior Printing Co., Chicago, etc. We have some interesting things to tell to the printer, who is not satisfied with the production of his Composing Room. If you are in this class, it will pay you to write to us.

In the PRESS ROOM, we are just as much at home as we are in the Composing Room. There are a great many ways in which money can be saved in this department with the right kind of machinery. Tell us your requirements—we can be of assistance to you. We have presses especially adapted to long runs. If you have work of this kind, we are certain we can show you production on our machines that will surprise you.

In GENERAL MACHINERY, we have the largest line in the country. Many of our machines are controlled, or manufactured by us exclusively. We would like to figure with you on your requirements for machinery and will be glad to show you guarantees of what we can produce in your work with our machines.

We are sole selling agents for the Casimir Printing Press, Scott Drum Press, National Automatic Paper Cutters; Special Selling Agents for Morrison Wire Stitchers, Golding Presses and Paper Cutters, Challenge Presses and Cutters, Chandler & Price Presses and Cutters, Miller Saw Trimmers, Universal Presses, Hamilton and Tubbs Wood Goods and Cabinets, Rosback Stitchers, Perforators and Punching Machines, Boston Wire Stitchers, American, Inland Keystone and Hansen Type. All of these products we carry in stock for immediate shipment and exhibition. In addition to these goods, we carry a full stock of smaller supplies.

WE ARE MANUFACTURERS of the Hammer Paper Lift, Potter Proof Press, Union Saw Table, Wilson Adjustable Patent Block, Studdard Block System, Mahogany Patent Block Register Hooks, Sectional Blocks, Brite-Lite Furniture, Brass Galleys, Chases, Brass Rule, Quoins of every description, Benzine Cans, Punching Machines, Foot Brakes, Clutches, Form Trucks, Galley Racks, Case Brackets, Tableting Presses, etc. Let us figure on your requirements. We can probably save you money and it will cost you nothing to find out. Send for literature of anything that may interest you today; it will be sent free on request promptly.

A. F. WANNER & COMPANY

The Independent Printers Supply House

340-42 Dearborn Street - - - - CHICAGO

THE NATIONAL PERFORATING MACHINE CO.

General Office and Factory

KANSAS CITY, MO.

Manufacturer of

The National Rotary Perforator (with or without crimping-scoring-slitting attachment)

Independent Rotary Crimper-Scorer-Slitter

National Automatic Proof Press

National Rotary Cut Surfacer

National Type-High Plate

Have Opened a

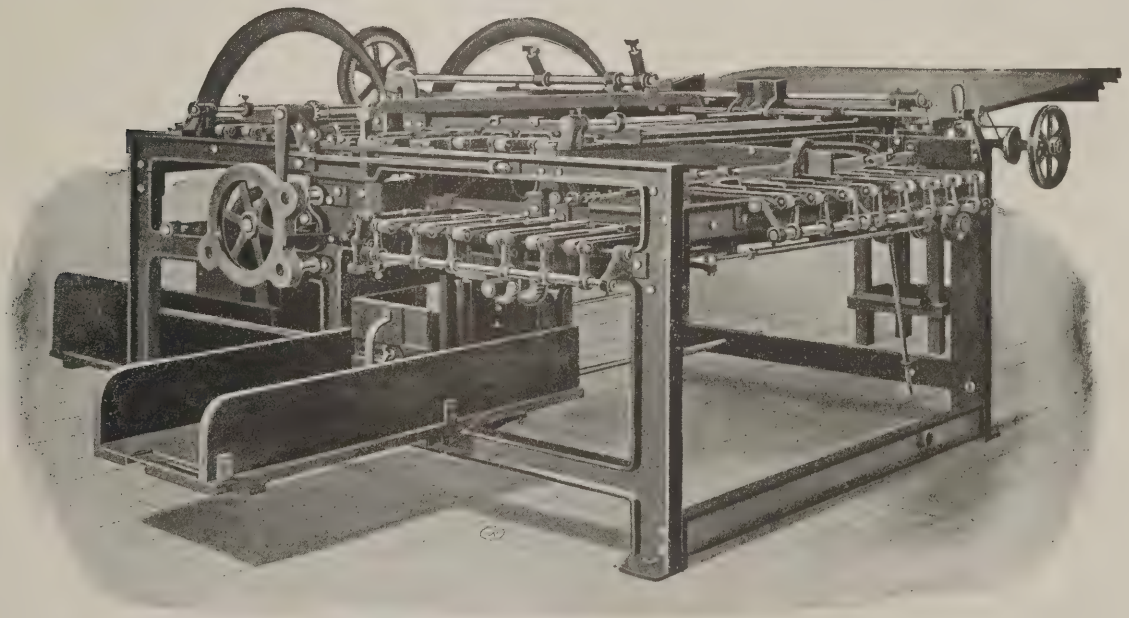
CHICAGO SALES OFFICE

Room 1522 **315 DEARBORN STREET** **Tel. Harrison 5501**

Our Machines are handled by all First Class Dealers

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

"WRITE TO SANDERS ST. LOUIS"

SANDERS

The Name that stands for The Best in Engravings

We produce every style of engraving for making catalogues and advertising attractive. The cost of the engravings is one of the small items of expense, but they are the strong feature for attracting attention to selling qualities.

Let us tell you more about why SANDERS' ENGRAVINGS have the greatest selling qualities.

SANDERS ENGRAVING COMPANY
LON SANDERS, PRESIDENT
221 OLIVE STREET, ST. LOUIS, MO.

WE OFFER YOU ANY FACE OF TYPE WE MAKE, in Weight Fonts, at our low Body Type List prices, less a liberal discount. No other Foundry will make you the same offer on their Type.

KEYSTONE TYPE FOUNDRY 529 to 531 Wabash Ave. CHICAGO, ILLINOIS

MORE ADDITIONS TO

HAMILTON'S MODERNIZED COMPOSING-ROOM FURNITURE

THE SAVAGE IMPOSING-STONE FRAME

THE SAVAGE IMPOSING-STONE FRAMES are designed to carry individual galleys. The shelves are numbered consecutively, and by marking the proofs of the pages with the corresponding numbers of the shelves upon which the pages are stored, any particular page can be located instantly when wanted.

While especially valuable for pages of tariffs, directories, catalogs, etc., this arrangement is equally adapted to forms of every description. Some disposition, temporary at least, must be made of every form set up. If left on the stone, it occupies working space; if placed upon letter-boards or stacked upon shelving, no one but the compositor who put it there can find it. When found, it is frequently underneath or surrounded by other matter which has to be removed and replaced, with consequent loss of time and damage to material.

These Frames provide a place for every form out of the way where it does not occupy valuable working space, yet where any compositor can go directly to the galley containing the desired page without unnecessary loss of time, and without disturbing or handling other pages.

The pages being on galleys can be handled quickly and conveniently, without danger of pi. Corrections can frequently be made on the galleys, and proofs taken if desired.

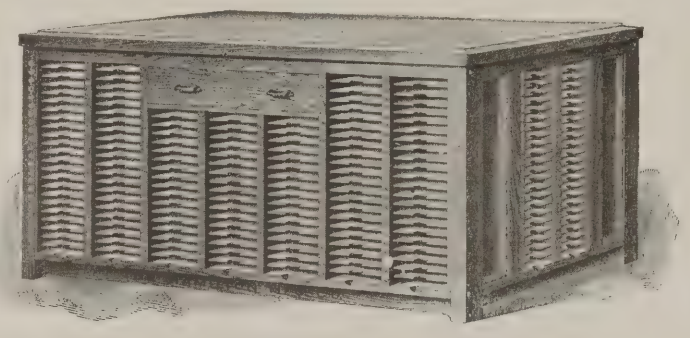
These frames have recessed sanitary bases, as shown by the illustration.

Savage Imposing Stone Frame No 1—Size of stone, 36 x 60 inches; capacity, 302 galleys; galley compartments, 9 inches wide, 13⅞ inches deep, taking a standard 8¾ x 13 galvanized iron galley. Galley shelves on both sides and both ends of the frame. All galley shelves are numbered consecutively. List price, complete with stone....$135

Savage Imposing Stone Frame No. 3—Size of stone, 48 x 72 inches; capacity, 384 galleys. List price, complete with stone $165

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR.

If you are interested in the question of MODERNIZED COMPOSING-ROOM FURNITURE, fill out the coupon and send it to us. Our representative will show you what can be done to increase *your* profits and relieve the congestion in *your* office.



No. 2 Savage Imposing Stone and Frame

THE HAMILTON MFG. CO., Two Rivers, Wis.: *Cleveland, Ohio. October 26, 1909.*

Gentlemen,—The Imposing-Stone Frames, with individual galley shelves and galleys, which you recently furnished us, have proved extremely valuable in economy of time and labor. We regard this plan of carrying standing matter upon individual galleys as far superior to any other method. It provides a place for every page with every page in its place, where it is quickly accessible, and therefore effecting a great saving in time results. We installed five of these Frames with 1,800 galleys and they have paid for themselves in a few months.

Yours very truly, *THE J. B. SAVAGE CO.,*
Per Chas. P. Carl, Supt.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name.....

Street and No.....

City..... State.....

Have you a copy of "Composing-Room Economy?".....

THE HAMILTON MFG. CO.

Main Office and Factories: - TWO RIVERS, WIS.
Eastern Office and Warehouse: - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

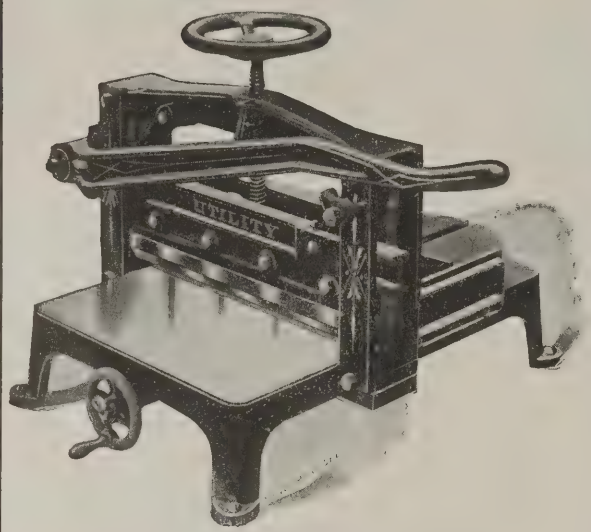
THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

You Need in Your Business

UTILITY PAPER CUTTER

SOLD BY ALL DEALERS



Also the Reversible Paper Clamp and Mustang Mailer

Pavyer Printing Machine Works

Builders and Repairers of Machinery for Printers

600-602-604 S. Broadway, ST. LOUIS, MO.

Imitation is the Sincerest Flattery

For Over Twenty-five Years our
$1.00 Insurance Policy Ink

has stood at the head of all Job Inks for printing on hard-surface papers, drying quickly with a gloss, and not offsetting. Other houses have tried unsuccessfully to imitate it, but our process of making this Ink makes it unqualifiedly the *Finest Grade of Job Ink* on the market.

On receipt of one dollar we will forward by express, prepaid, one pound to any part of the United States or Canada.

FRED'K H. LEVEY CO.

FRED'K H. LEVEY, *President* CHAS. BISPHAM LEVEY, *Treasurer*
CHAS. E. NEWTON, *Vice-President* WM. S. BATE, *Secretary*

MANUFACTURERS OF HIGH-GRADE PRINTING INKS

New York 59 Beekman St. — Chicago 357 Dearborn St.
San Francisco 653 Battery St. — Seattle 411 Occidental Ave.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agents

THE THINGS WE DO

DRAWINGS
of any description,
and for every purpose, in
PEN AND INK OR WASH,
for LETTERHEADS,
CATALOGS, COVERS,
MAGAZINES OR
AD. DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS,
COLOR WORK OF EVERY
DESCRIPTION, IN TWO, THREE
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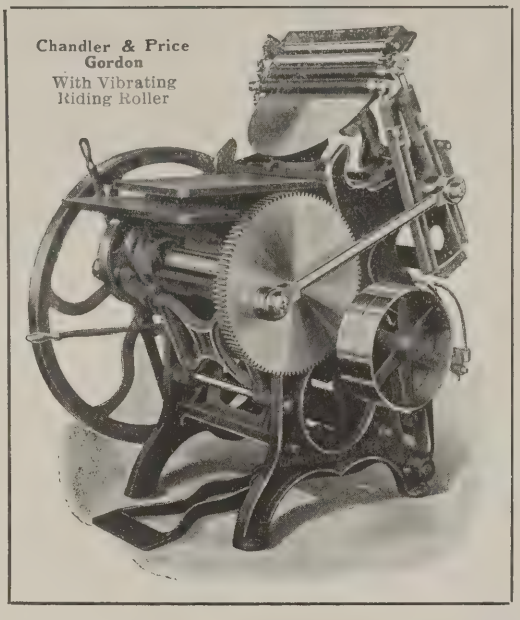

embarked in the printing business with a press equipment consisting solely of Chandler & Price Gordons? The list, if printed here, would speak eloquently of the merits, durability and money-making qualities of

Chandler & Price Gordons

for they are still making good money for these printers, and in a great many cases the identical presses are on their floors, running regularly day in and day out. An article on "Printing Presses In America," recently printed in a trade journal, makes the following statement: "For general job-printing the printers of the world have decided that the Gordon Presses are the profit-makers."

After all, it's profits you are in business for, so bear the above in mind and equip with Chandler & Price Gordons.

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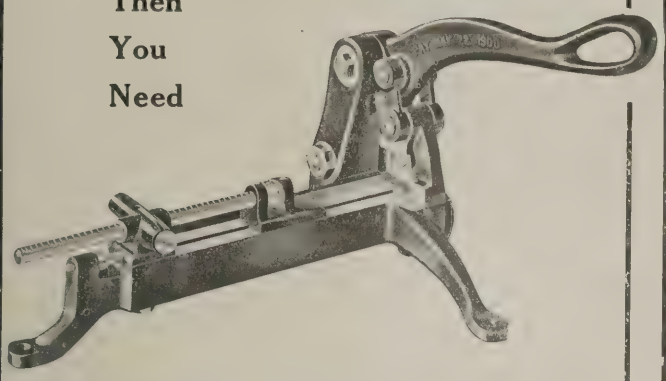

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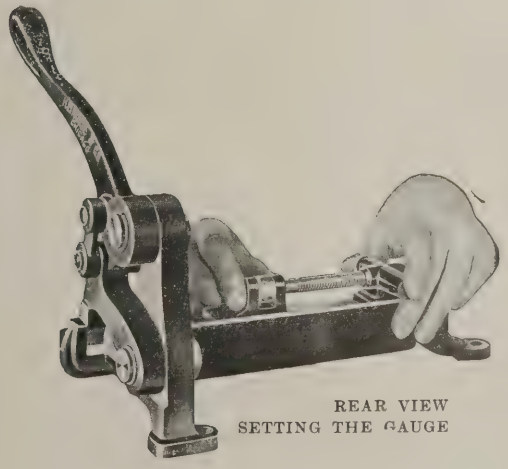

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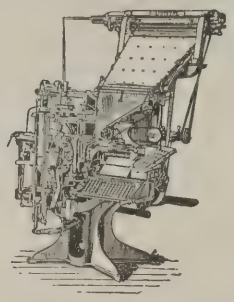

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We have perfected a Black Ink especially adapted for fine Work on Coated or Enamelled Papers.

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Many names have suggested themselves for this Wonder but for want of a better one we are calling it at present our Wonder Black.

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Announcement of the Prize Winner will be made in this Journal in the April issue

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October 5th, 1910.

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-eight | Chicago, December, 1910 | Number Twelve

"THE LIVE WIRE"

Promotive Work of Newspapers and Printeries Profitable

A PAMPHLET, devoted to the "Building Greater Buffalo," and to the promotive organization of the city, the first cover page of which is herewith reproduced, suggests the appropriateness and profitableness of adopting as a motto in every newspaper and printing office the words and sentiment in the name of this publication issued by the Chamber of Commerce and Manufacturers Club of the "Queen City of the Lakes." The newspapers and printing offices of Buffalo, at least some of them, are live wires and are doing more for the city every day than can any special publication, though such a publication has great value and is a necessity in advancing the work of the civic organization, keeping up the interest and the concentrated and co-operative effort and aiding in and expediting intelligent accomplishment along all lines. Such a publication has a personality that appeals to the individual members of the organization, publishing the names of officers and committees, communications from members, and reports and addresses on matters in hand, giving plans and showing what has been done and what remains to be accomplished. A book, booklet or magazine has a more permanent character than a newspaper and is always at hand for consultation or reference. It is a necessity for the active workers, and helps to elicit the interest and aid of others. However, every member of the newspaper and printing fraternities should ever bear in mind that these callings are ever the promoters of all the interests of a community, city and state. Through the newspaper and the printing offices pass all those matters that are for information, upbuilding and improvement, or should and will so pass if the members of these callings understand, appreciate and live up to their opportunities and obligations. Their products reach all the members of the commonwealth to inform, educate and inspire, and reach the outside world, buyers and homeseekers, and image forth all that there is of attractiveness, of advantage, and of opportunity. As we have so frequently said, they should be the centers of all interests, and they should be "the live wires, along which ever flow full currents of knowledge, loyalty, highest purpose, and sentiment. This publication, of which the copy before us is No. 1, Vol. II, is fully up to its name and contains much, in workmanship, style, manner of treatment, clearness, cleanliness and purposefulness that will be of value, by way of precept, example and suggestion, to readers of the NATIONAL-PRINTER-JOURNALIST. The first page starts as "The Buffalonians' Pledge" with these inspiring lines of the late Dr. Edward E. Hale of Boston, that have done such wonderful service to this age:

"Look up and not down,
Look out and not in,
Look forward and not back,
And lend a hand."

Then under the sub-caption, "Building Greater Buffalo," the editor proceeds to tell the principles and requirements necessary to the building a city, that are largely true of the building a newspaper, and need only slight changes of statement to make the parallel entirely apparent.

The writer says: "The building of a city is a complex problem. It really involves the ethical, the mental and the physical training of all within its borders. No permanent progress can be made which ignores these three factors. Working out from these as a common center, the civic, industrial, commercial, educational and social elements will be given due consideration."

Almost the same words can be used with regard to every worthy newspaper that rightly represents and serves its city. The newspaper is so complex in its make-up as to cover not only all the activities of all the people, but should be the conservator of and closely in touch with, all agencies, institutions and means for "ethical, mental and physical training," upbuilding and development. The newspaper, rightly conducted, must give constant, intelligent attention, with the view

of effective promotion, to all "civic, industrial, commercial, educational and social elements" and interests.

It is promised that the Chamber of Commerce and Manufacturers' Club "will provide a general plan for the welcoming of visitors."

"The welcome will be not only warm and spontaneous, but sincere and hearty as found in the social life of the home.

Acting, therefore, in this spirit of co-operation with the city government, the Chamber will furnish literature to all the hotels, railway stations and other public places, that will furnish the stranger within our gates all necessary information as to trains, trolleys and boats; as to hotels and places to dine; as to places to shop; as to places of amusement; as to sight-seeing itineraries, ranging from three hours to three days long, taking in the sights of Buffalo and vicinity; as well as any special information desired."

The well-conducted home newspaper will ever have in its pages a hearty welcome to visitors and to all

those coming to the city for investment or business, or to become residents, together with all possible information as to resorts, points of interest, churches, schools, public buildings, hotels, places of amusement, libraries and reading rooms, Y. M. C. A. buildings, information bureaus, protective agencies or institutions, and all transportation facilities. It will, like the Brooklyn *Eagle,* in cities of a size to make the same practical, maintain an information bureau and also, through employes adapted to the work, see that the families of new settlers are welcomed, made at home, supplied with the paper, and personally informed or directed as to churches, lodges, or school with which, by their membership or predilections, or location, they may wish to affiliate or to which they may desire to send their children.

More than this and along the lines pointed out in *The Live Wire,* as the work of this great civic organization of Buffalo, the newspaper that adops this name as its motto, will see to it that all conventions, of whatever character—church, commercial, civic, educational, industrial, fraternal, benevolent, professional or financial, are cordially welcomed and magnanimously treated; their officers, speakers and prominent members properly introduced by portraits and biographies, and that all papers and discussions of a public, educational or entertaining nature are fully and fairly reported, and everyone made to feel that their presence in the city is highly prized. Not only all this, but the newspaper that proposes to be "The Live Wire" of its city will work with all such organizations as is the Chamber of Commerce and Manufacturers' Club of Buffalo, as a promoter of the city's fame and good name; of hospitality, city improvement, healthfulness, beautifying, growth and commercial and industrial prosperity and also for good citizenship and the upbuilding of the youth and young men therein. This suggests, and gives us the opportunity to reprint from *The Live Wire,* the following that appears under the head, "An Appeal to Civic Patriotism," that could profitably and well be republished in full by every newspaper in this Republic:

Mayor William J. Gaynor of New York made the address before the graduating class of the College of the City of New York last June. He spoke upon civic patriotism, and with such effect, that a short time after, the class assembled and determined to revive and subscribe to the ancient Ephebic oath—the sacred vow made by the youths of Athens when admitted to the first duties of citizenship.

This oath is as pertenent to every Buffalonian, whether young or old, just graduating from school or engaged in business life, as it was to the youth in the city of Athens twenty centuries ago. It should, however, include not only the City of Buffalo, but the nation. This is the oath:

"We will never bring disgrace to this city by any act of dishonesty or cowardice, nor ever desert our suffering comrades in the ranks; we will fight for the ideals and sacred things of the city, both alone and with many; we will revere and obey the city's laws, and do our best to incite a like respect and reverence in those above us who are prone to annul and set them at naught; we will strive unceasingly to quicken the public's sense of civic duty; that thus in all these ways, we will transmit this city not only not less, but greater, better, and more beautiful than it was transmitted to us."

"Clean and Bright"

New Every Issue

The Gibson, Ill., *Courier* congratulates itself and readers on the installation of a No. 5 Mergenthaler Linotype, the very best in improvement and construction. The *Courier* is a clean, bright paper and looks splendidly in its new tpye, which is to be new every issue hereafter, as the editor proudly informs his readers. The paper is to be commended as well for its typographical appearance, its tasteful, artistic advertising composition and its very complete local news and neighborhood correspondence. The publishers are "E. Lowry's Sons,"—a firm name that indicates that they reverence the commandment, "Honor thy father," etc. May their days, with all alike worthy newspaper publishers, "be long in the land."

Journalists in a Mine

IN order that a class of young journalistic students might acquire some knowledge of the practical workings of a coal mine, Walter Williams, dean of the Missouri School of Journalism, sent the writers to the coal fields of Macon County, in charge of Instructor Charles G. Ross.

"One of the important requisites of the earnest newsman," said Dr. Williams, "is a willingness to face scenes of peril upon the shortest notice. A mine disaster is always a big story. When the editor is scrutinizing his staff for the best man to cover such an assignment he selects the one who knows most of tipples, pits, cages and the dark avenues of the underworld. A reporter who can handle himself in a mine would stand a better chance of being permitted to enter than one who was entirely unacquainted with the practical workings of such an industry. For that reason I have called for a class of volunteers to fill this interesting assignment."

The colliery selected was a "long wall" mine being "driven" under the town of Macon. A solid rock roof made the venture entirely safe, but it was the "scariest"-looking mine in the county. being only three feet, or a little better, from roof to tramway on which the coal was hauled.

Showing Class of Students from Department of Journalism, State University of Missouri, Their Instructor, and the Pit Boss (the Man on the Right.) Taken After the Underground Journey Was Completed.

In a "long wall" mine a cutting is made underneath the coal, which is then wedged down from above. No powder is used as in other coal mines of the district, where they blast off the solid." The "face" is widened day by day, the coal being worked out in a great circle. The product comes out in large chunks, and is free from powder fumes. Double cages, tipple and engines are the same as those used in mines operating on the "room and pillar" system.

The class, all "tenderfoots" except the instructor, reached the works one bright morning, and were cordially greeted by Charly White, the "boss." Old clothing, battered caps and pit lamps were fished out of a shanty abaft the engineer-room, and the boys proceeded to deck themselves out in the attire decreed by the fashion of the mine. They were a "hard-looking" lot when their costumes were safely hung upon them. Solomon in all his glory was never arrayed like Walter Williams' ambitious young journalists.

The boss surveyed the line up, with a grin. Then he led the way to the "cage."

"Hello, Bill!" he cried to somebody in the blackness below; "here comes a load of grand dukes in their wed-din' clothes, show 'em where to change cars, will you!"

The cage shot down into the gloom like ballast out of a balloon. The next trip brought the balance of the class and the red-shirted pit-boss.

After a few moments' suspense in the dreadful blackness one of the students offered a suggestion: "Would you mind er—turning on the light, Mr. Man?" The red-shirted boss squinted about until he saw a piratical looking customer come rolling a coal box out of the entry. He might have winked, but you couldn't tell.

"Jack,' he said gravely," have you got a match? The gentleman wants a light.'

The students followed the boss along the main entry, where the roof was high, and said nice things about coal mines, and how comfortablue they were, but pretty soon the boss passed a canvass door and then began crawling on on his hands and knees. They wondered why he did that, and they found out. The roof comes down to within three feet of the track. On one side it was slowly settling down on slabs of slate; on the other, miners were wedging out the coal. Between was the iron way, covered with gritty slush. Overhead was the solid rock, dripping like the roses, at Nero's banquet.

Squeezing between cars of coal and the "face," splashing through water, bumping their heads against roof—after a half mile of this, during which time every pupil had become,

"Along the Face"—Under the City of Macon

from head to foot, the color of the mine, had worn through his knee caps to the bone and was breathing hard, the tall instructor, Mr. Ross, selected a large slab of slate, and inclined gracefully theron. "The first class in journalism," he said, "will please stand—no, you can recite lying down, I guess. Mr. Kenton, please tell us what is news"?

"News," replied the pupil, in a hollow voice, far back in the dark; "news is——er——news——"

"Say, would you mind movin' over a bit while I git this this car of coal by?"

The recitation was interupted while a sooty-faced man jostled his box along the little track, and by that time Kenton was lost.

"Does anyone know what news is?" murmured the teacher.

"It ain't my butt in," said the mine boss, who was an interested spectator on the outside of the group, but that place where you're a-settin' is under some loose slate that we ain't had time to prop yet."

"Ah!" said the teacher, as he hastily scampered over to the other side—"that is what you might call an answer to the question. News is the first promulgation of important information. You go up head, Mr. Boss. We will proceed with our very——er——pleasant journey."

Three or four miles further along—the students wrote down that estimate of the distance in their books—the murky

way the party came to a colored miner, who was laboriously making an undercutting with his pick. The instructor halted his weary class.

"We will proceed to interrogate this man," he said; "get out your note books and hearken to his answers.

"My friend," he said, "we are glad to see a member of your race engaged at skilled labor. Do you like coal mining "

"Yes, sah——I does."

"Because it trains the hand and brain, gives equipoise to the judgment and enables one to differentiate the constituent elements beneath the earth's surface. Those, I take it, are among the reasons why you like coal mining as a means of livelihood?"

"Yes, sah——yes, sah. An' dar's nuther reason."

"Ah"!

"Yes, sah. We all looks alike down heah—me an' de white folks."

Another ten miles—see students' record—of bone tearing travail and the party reached a maze of switches, with dark holes leading into all sorts of directions. The red-shirted

Where the "Cages" Touch the "Bottom"

boss squatted down in the center and the young editors grouped themselves about him.

"Now, young men," said the instructor, "we have in our midst a practical mining man, a gentleman of many years' experience, I take it. I would suggest that you might add to your store of mining knowledge by putting some pertinent questions to him. He may not be able to answer you scientifically, but I' dare say he can give you information in terms all can understand, which is better."

"I've often wanted to know what made coal burn," remarked Oscar Riley, a student from Richmond.

"A very proper question," said the instructor, approvingly.

The note books were flashed out and held close to a pit-light's feeble rays. The boss switched his pipe, cleared his throat and wisdom followed:

"There be differences of opinion about that," he said, "but most generally it's because somebody builds a fire under it. Is there anything else you'd like to know?"

"No, that's all we can carry now," returned the instuctor; "if you'll be good enough to show the way out of this infer———I mean this beautiful hole, we'll follow you."

Judicious use of white space, strong borders, unique arrangement of borders and other expedients are adopted by advertisers in the effort to make their displays attractive.

Instructive and Entertaining Reminiscences

SIXTY YEARS A PRINTER IN NEW ENGLAND—LEARNING THE PRINTERS' TRADE AT CAMBRIDGE—SETTING GREEK, ARABIC, SYRIAN AND ETHIOPIC — PUTTING UNCLE TOM'S CABIN (WHICH PROVED NOT TO HAVE BEEN ALL WRITTEN BY MRS. STOWE) IN TYPE—STARTING A PRINTING-OFFICE AND A NEWSPAPER—LABOR TROUBLES IN THE "FIFTIES"—THE OLD ADAMS PRESS STILL IN USE—WISDOM IN THOUGHTFUL COURTESY TO ALL.

EXPERIENCE as a lamp to guide one in the callings is no less important than in the establishing of rights, liberty and law. One man's individual experience is too brief and too circumscribed to afford sufficient light for safety or to secure progress. He who would see his way clearly must avail himself of the greater and broader light coming from the broader and combined experiences of others, hence the value of associations, and conventions of men to exchange or combine the light of many individual experiences, and still greater, the worth of the printed pages that carry to each the experiences of all the world and all the ages.

No one today need to be in darkness as to the path to pursue in any of the vocations of life; associations and specialized journals make available to every one all the practical knowledge and combined wisdom of the progressive and successful in every craft. Of all this knowledge, practical experience gives that which is at the same time the most impressive, entertaining and valuable.

At the September 26th meeting of the Suburban Press Association of New England, held in Boston, a veteran of sixty years' service in the art preservative, told briefly of incidents of his life as a printer and newspaper publisher, from the time of entering an office on October 1st 1850, as an apprentice. This veteran narrator, who told, in a most instructive and entertaining manner, the reminiscenses of the strenuous three score years of work as a printerman, was R. W. Waterman, editor and publisher of the Athol, Mass., *Chronicle,* which he established in 1866. Mr. Waterman has been frequently a delegate to the conventions of the National Editorial Association and is well and favorably known by editors throughout the United States, and the following extracts from his address will be read by his large circle of friends, as by all other printer men and newspaper-makers with pleasure and profit. Mr. Waterman said:

It was on October 1st, 1850, just prior to my 14th birthday, that I left a private academy I had been attending, after graduating from the public schools, and entered upon a seven years' apprenticeship to the printing business, which terminated October 1st, 1857, but it was not until November 8 that I was allowed to graduate a full fledged journeyman from the University office at Cambridge, as the office at that time was under the jurisdiction of the Printers' Union, and it permitted no one to work for journeyman's wages who was under twenty-one years of age.

The Early Day Apprentice.

The work of a boy in a printing office during the time of my apprenticeship was far different from what it is at the present time. Then he was expected to sweep the office, build fires, bring in water and wood, wash rollers,

wet paper, run errands, set type and roll for the hand pressman,—as much of the work was then done on hand presses—work in the bindery where all the folding was done by hand, and also assist in the stereotype room when needed—in fact make himself generally useful. It would seem out of place to expect an apprentice to divide his time between so many kinds of work at the present date in a city office. He enters an office now either to learn typesetting or presswork, and instead of becoming master of all branches of the business, he has learned but one branch when he has finished his apprenticeship. This is the reason why men who have learned the printing business in a country office are preferred. They are "all round" printers, and the most valuable men to hire. At the time I was an apprentice, at the University, there were no cylinder presses in use. The office, considered one of the best in the country, did all its book work on the old Adams power press, which some of you may know is a platen press, the bed being raised by a lever until it gives the impression to the sheet, which is prevented from smutting by a frisket, fitted closely around the pages. I had supposed, until a few weeks ago, that the old Adams press had given place to more modern inventions in such up-to-date establishments as the University and Riverside offices, but to my surprise I found in each office the number in use had been increased. I found in the latter office 28, and in the former 17 of the presses, and the foreman of the press rooms informed me that the best work was done on them. They are run at a speed of from 500 to 700 per hour, and wet paper is used at the Riverside office and dry at the University. As I have said, in my boyhood days, the Adams press was all that was used for book work, but at the present time there are also modern presses in both offices, used where speed is more desired than perfection in work. At the Riverside the two revolution Hoe is used and other modern book presses running at a speed of about 1500 an hour, also a large number of improved job presses for cuts, and general job work. At the University, in addition to the 17 Adams presses there are 21 cylinder presses. The first to be introduced was a Hoe Stop Cylinder, in 1866, next the two-revolution (French) press, then the Huber Perfecting Press in 1868, printing two sides at one time.

Early Day Press Work and Cut Printing.

In my boyhood days one man had charge of two presses and the feeding was entirely done by girls, but girls were not employed as compositors at the Riverside. While visiting the Cambridge book offices I was disappointed in finding but three who were employed at the Riverside while I was there and not one of my old companions of the University office.

During my apprenticeship the best cut printing—only wood cuts were then used—was done on the Washington and Adams hand presses, and inset in the book. I well remember one of these pressmen, Richard Heywood, who claimed me as his "devil," and boasted that the work of the two Richards could not be excelled. He was known as "Dickey" Heyward, and considered an expert at the "bar,"—i. e., the press bar, but he was the slowest workman I ever knew. He would stop and examine nearly every sheet, and as a roller boy on his press I had a "soft-snap," but I gained a knowledge of underlaying and overlaying, inking, etc., to produce good results in cut printing, that was of much value to me in after years. While referring to handrolling, I recall an incident of which I was very proud at the time. It was that of being allowed to roll while the boy ate his dinner who did the work on the old Franklin press in the procession at the time the Franklin in front of City Hall, School Street, Boston, was dedicated. The printing business, if I remember correctly, had the largest representation of any trade in line.

Setting Works of Famous Authors.

During my apprenticeship at the University office I did composition on the works of Shakespeare, Wordsworth, Longfellow and others, setting up a large portion of Hiawatha, from Longfellow's manuscript, for the first edition. I also worked for some time on Huntington's Magazine, and found the Professor's manuscript as difficult to read as that of Rufus Choate.

Hard Times of 1857.

As already stated I finished my apprenticeship in 1857, at the time of the panic, which lasted nearly two years, and postage stamps were then used for the purchase of anything amounting to less than a dollar. Printing, like all other kinds of business, was effected by the panic, and the number of hands in the composing-room of the University was reduced from 75 to about a dozen. In accordance with the rule of the office, anyone who had served an apprenticeship there was given a preference, and I was kept at work most of the time. Finally seeing that I was the only single man left, I voluntarily threw up my sit in favor of an old man with a family who was booked for discharge. I promised to return to the office as soon as work came in, but in the meantime an advertisement appeared in one of the Boston papers for two book compositors at the Franklin office, Boston, where they made at that time what is known at the "Mud Plate," which was expected to supercede in a great measure the stereotype plate, electrotyping had not yet been invented.

Reputation of Apprenticeship Office Secures Position.

In company with a chum who had only worked a few years in a country printing office, I applied for a sit at the Franklin office. I was very young looking then—as now, and was quickly "turned down" by the gentleman in charge, being informed that he wanted journeymen, but had no use for a "two-thirder"—my chum got a job. This I considered the greatest snub I had ever received. Before leaving the office I inquired if I might see a friend in the composing room and he was called out. We had worked together in the University, and during our conversation the gentleman in charge learned that fact, and calling my friend to him, as I was about to leave, made some inquiries concerning me—then calling me, he said, "Young man, I understand you learned your trade at the University, which is a sufficient recommendation, and I will give you a job as a journeyman." I indignantly declined his offer. I would not have worked for that fellow if he had offered me double price. He had wounded my feelings and I wanted him to know that I resented it. Finding that I would not work for him he enquired if I would accept of a position as an assistant foreman in a large office in the country, to take charge of the make-up of letter press book work and get forms ready for the press. It was work I always enjoyed, and I replied that I would, and he gave me a letter of recommendation—the letter must have been prompted by the knowledge he had obtained of my being a graduate of Cambridge University—not college, but printing office. The letter was to a Mr. Stiles, foreman of Draper's print-

ing and publishing house, Andover, Mass. I was accepted and worked under this man longer than any other individual, it was said with one exception. I probably would have got along with him for still a greater length of time, had it not been for a joke perpetrated upon him by one of the fellows in the room over which I had charge.

Mr. Stiles had suddenly become interested in the Con-

A Surly Pietist—Watering a Minister's Cider.

gregational Church and its minister and boasted of his piety, but those working under him could see no change of heart; he remained the same surly, stubborn fellow. He evidently had discovered that ministers, as well as others, do not object to a glass of good cider occasionally, and having some of an excellent quality on hand, he brought up to my room a two-gallon can, and instructed the boy to take it down to Rev. Mr.——when he went to the village after work. The can was left in the hallway and one of the men in my room scented the contents, and having tested the quality recommended it to his associates. The result was about one-half of the cider was taken from the can and it was filled with water. In the evening, it was Saturday, the boy took it to the minister, and as he told Mr. Stiles the next evening, his wife and himself before retiring the night before thought that they would test the cider, but concluded that as water was once turned into wine, so was cider turned into water. Further explanation followed, and resulted in an investigation on Monday morning. Coming direct to me, Mr. Stiles enquired if I had anything to do with the taking of his cider. My answer was, "No sir." Then he said, "Some of the hands in this room had, and as you have charge of the room I shall hold you responsible for it, and no one shall work here again until I find out who the guilty one is," and ordering all out of the room he immediately locked the door.

The Setting of Greek, Hebrew, Arabic, Syriac and Ethiopic holds Position.

At that time I was working part of the time on a Commentary of the Minor Prophets, the notes being set in Greek, Hebrew, Arabic, Syriac and Ethiopic. I had been in the office only a few months when I learned that Mr. Draper, the proprietor of the office, had been tying to find in New York and other cities a compositor who could set all these languages, and failed. I was taught to set Greek and Hebrew while at the University office and I offered to undertake to do the work, under the direction of Professor Burrows, the editor. I had completed about 300 pages out of the 458, when the lock-out took place and flattered myself that they could not very well get along without me. A man might be put in my place on the make-up, but no one could be found to take up my work on the Oriental languages, and after loafing a week the foreman told me I could go to work again, and was surprised when I informed him that I would not do so until every man in my room was allowed to return, except the guilty one, if he knew who that was. The room had been closed for a week, and in the meantime all but one, a chum of mine, had left town. That individual and my self spent several days carriage riding to Cambridge, Lowell, Lawrence, and other places. Finally Mr. Draper requested an interview with me and after hearing my story offered to pay me for the lost week if I would resume work, but I declined the offer. Asking on what conditions I would resume the work, I told him that as the lock-out resulted in my spending considerable money for carriage hire, I should expect the amount thus expended as well as my week's wages to be made up, and furthermore as my travelling companion had been also unjustly locked out, that he too was to be taken back, otherwise we would leave town together. A day or two after, a compromise was made, I was paid for lost time, and we both returned to work. After completing the work, I was presented with a copy and a letter of recommendation as a compositor of Oriental languages, but there was very little call for such workmen. I did, however, accept a job of that kind at the New England Type and Stereotype foundry, Boston, soon after, under foreman Ramsey, one of the finest men I ever met.

Mrs. Stowe did not Write all of "Uncle Tom's Cabin."

While at work at this office I was employed part of the time setting "Uncle Tom's Cabin," and when I have since seen the authorship of this work disputed, I have thought how few know what good grounds there is for claiming that Harriet Beecher Stowe did not deserve all the credit for this very popular work. I can remember that page after page of her manuscript was erased, and on the opposite side of the sheet in an entirely different hand, new copy was written, evidently by a man. Later I worked on a Commentary with Greek, Hebrew and Syriac notes, at the Riverside office, Cambridge. Here my experience on this class of work again prevented me from being discharged.

Knowledge of Composition of Oriental Languages.

The trouble here was due to my refusing to correct my proofs as marked by the proof-reader, which the foreman informed me I must do or get out. I finally consented to do it, provided that I got paid for correcting if the author decided that I was right and the proof-reader wrong, which I was very sure he would do, as the question was upon having the Hebrew and Syriac read from right to left and in the division of words the hyphen at the first of the line instead of the last, the proof-reader claiming that the reading and division of words should be the same as in other languages. Mr. Houghton wrote the author in regard to the controversy between us, and on receiving an answer, called me into his private office and read it. The author said that the compositor evidently knew more about the languages than the proof-reader, and I not only got paid by the hour for changing the divisions of words in the proof sent the author, but for changing them back to what they were when the proof-reader marked them, and that was not all, Mr. Houghton requested me to read the proofs instead of Mr. Bliss, which I consented to do on condition that I be allowed to read them at my house evenings, receiving 25 cents an hour for my services and 15 cents an hour for my young wife as "copy holder" after she had become sufficiently familiar with the different alphabets and accents. This joint income, I assure you, came very handy as the "nest egg," from which hatched the few hundred dollars that enabled me to establish myself in business a few years later. After completing the Oriental job at Riverside, and working a short time at Wright & Potter's, Boston, where I heard of an opportunity of getting a position in a country office, such as I had desired for a long time, I accepted the position.

Gets Position in Country Office.

It was the foremanship of the Barre *Gazette* office. This was in March, 1864. I agreed to work one year at

a salary of $10 per week. At that time $11 was Union price in Cambridge and Boston, but it having been represented to me by my employer that I could keep house for one-half the amount it was costing me in Cambridge, I did not object to the reduction in wages. At the end of the year, having found that it cost me as much to support my family in Barre as it did in Cambridge, I asked for an advance in wages, which was refused, and I gave a month's notice that I should leave the office, intending to return to Cambridge, which my employer thought I had no intention of doing. This proved to be a very unfortunate conclusion for him to arrive at, as it resulted in giving him an opposition in business, something that he never before had to contend with.

Expertness and a Knowledge of Color Printing Helps to the Establishing of an Office.

I had introduced colored printing and a better class of general job printing than had before been done in Barre. As no one in the office before me had ever seen the inside of a city printing office, and when the merchants and manufacturing concerns found I was going to leave town a movement was made on their part to have me remain, many guaranteeing to give me all their work if I would go into business for myself, which I finally decided to do with a capital of $800—$300 of my own and $500 borrowed. I had hired an office and had my stands made and set up before my employer found out what my intentions were, then calling me in the counting room one morning, he inquired how much of an advance in wages would satisfy me for the ensuing year, never intimating that he had learned of my intentions, but I knew he had, for one of the manufacturers who had promised me his patronage had told me that Mr. Goddard had requested him to intercede with me to remain as foreman of the *Gazette* office, and that his reply was, it was then too late, as he and others had encouraged me to go into business for myself, and I had already hired an office and partially fitted it up. In reply to Mr. Goddard's question, as to an advanace in wages, I informed him that I intended to have asked for $12 per week, but sooner than move from town I would have accepted of $11, an advance of $1. He offered to give me $12, which I declined,—then he offered $15 and finally $18, when I told him it was too late for any offer from him as I was going to open a printing office of my own. His next move was to sell me his office, but not having the money to purchase it and not wishing to put myself in his clutches, I declined his offer.

Do Not Judge a Man by the Coat He Wears.

With $800 in a long pocket book carefully tucked in my inside vest pocket, I started for Boston to purchase what material I could for that amount, including a small assortment of job type. The next day a cold March wind was blowing, and I borrowed a rather seedy looking overcoat, to wear, from an acquaintance in Cambridge, I speak of this, as upon this coat hangs a tale, in addition to the one made by the tailor. I went into Boston early in the morning first calling at the store of Storrs & Co., Cornhill, where I enquired the price of cardboard. How many sheets and what quality do you want, was the question asked me by one of the propietors who seemed to size up my pocket book by the coat I wore. My reply was, that depends upon the cost. About that time another customer came in and he left me. After the customer had gone I again asked to be shown the cardboard, and the same question was asked in a cross insulting manner, and without complying with my question he again left me to wait on still another customer. I began to get a little riled, and when that customer had gone out, I said if it is too much trouble to show me the cardboard I will go elsewhere. Then he pulled down some torn soiled sheets from the shelf behind him and gave me a price per sheet. I ordered ten sheets of each color shown me and asked for a bill. He wanted to know who I was purchasing for, and I replied for myself, at the same time drawing out my pile of bills. Many small ones were included in the $800. He was astonished, and so was I, for he became suddenly very attentive to me, and enquired where I did business, and on learning I was just going into business, was very desirous of showing all he had in the store, but I told him I had come to the conclusion that he did not want my trade and the balance of 300 sheets of cardboard, together with bill heads, envelopes, and an assortment of paper I would purchase elsewhere. I never afterward entered that store.

Courtesy Wins a Lifelong Customer.

Going down to State or Water street—I don't remember which—I noticed a sign, Carter Bros., paper dealers. The store was about the size of John Carter & Co.'s present business office—I don't remember whether it was John or William Carter that waited upon me, but I do remember distinctly the marked difference in attention shown at the Carter store to that I received at Storr's. Cardboard, envelopes, note paper, bill heads, etc., were readily taken down and shown me as I called for them, and I had not stated how much I intended to purchase. While I was looking the stock over I was offered a cigar. I purchased over $50 worth of stock from Carter Bros. That was in 1865, and I have traded with John Carter Co. ever since, with the exception of the short time he was out of the retail business, never but once giving an order for paper for the *Chronicle* elsewhere during the 45 years it has been published. It was on this little incident that our lamented ex-president Cook founded his story, entitled, "It's not safe to judge the man or his purse by the coat he wears." I hope I have not tired you with this little experience in purchasing stock; it was a lesson I never forgot, and no matter how poorly a person was dressed, or what his station, my patrons have always been courteously received at my office, and I have thereby made friends who have stood by me for years.

Buying a Printing Office in 1865.

But to return to the purchase of my outfit. I bought an Adams hand press for poster book work, and a half-medium "upside down" Ruggles job press; some of the older members of this association may remember what type butchers they were, as well as man-killers—they were known by both names. With these two presses, about 50 fonts of job type, 150 pounds of long primer and a dozen fonts of poster type I commenced business in March, 1865. My capital was all expended after purchasing the above material, therefore having no money with which to carry on business, and no reason to expect credit, as I was not known to any paper dealers, I had to depend entirely upon receipts. I had fully decided never to give a mortgage on my office, and to stand by the ship as long as the sheriff kept off. I continued on my career in spite of all obstacles, though many times running close

to the wind. I frequently had to solicit in neighboring towns, arriving home late in the evening, and laboring nearly all the night to complete the work which I delivered in person next day in order to collect the money to pay for the stock for the next order. I finally secured a number of regular patrons in this way who afterwards sent their orders by mail, and did a good business, notwithstanding I was handicapped by my neighbor of the Barre *Gazette*, who gave a reading notice of all auctions and entertainments, for which he did the job printing—something I could not do, and some went where they got the most for their money. He also used the columns of his paper to personally abuse me and my patrons, until finally, much against my wish, I was compelled to establish a newspaper in January, 1866. This, however, I did not undertake until I had consulted my friends and secured over a thousand subscribers. There was at that time neither patent insides or outsides, and no plate matter; the first was introduced a few years later on a pine wood base. I well remember what our late Brother Baldwin, then publisher of the Worchester Spy, said in commenting on the first issue of my paper. In substance it was this: "A new weekly paper, the Worcester *West Chronicle*, has been started in Barre. It is well made up, neatly printed on good stock, and ably edited." I was not the editor at that time. Continuing he said, "under ordinary circumstances, such a paper might succeed, but with paper at 8 and 10 cents per pound and most kinds of business paralyzed by the war, we should think the editor and publisher was crazy." My neighbor of the Barre *Gazette* wished me the success I deserved, but predicted that the *Chronicle* would die in infancy. Brother Parkhourst, who had a few months before resurrected the Clinton *Courant*, in his notice of the new publication expressed the opinion that if it was conducted on the lines laid down in its prospectus it would be a success. This was the only encouraging notice I received from my brethern of the press.

An Independent Paper and Clean, Honest Advertising.

The motto I adopted was, "Open to All, Influenced by None," and I promised not to insert advertisements of an objectionable character, such as "Errors of Youth," "Pennyroyal Pills," and such like, neither should more than one-half the space in the paper be filled with advertising space, and I have always lived up to these promises. Not only out of principle, have I adhered to the last promise, but out of policy, believing that it was better to receive, I will say $2500 a year from 24 columns of advertising than the same amount from 34 columns by reducing my rates. I had but one price for advertising, that I strictly adhered to; and when advertising was dull I took advantage of the occasion by putting in an extra amount of reading matter and soliciting subscribers on the strength of my paper giving a greater amount of reading matter than any other publication in the field.

Two Subscription Prices.

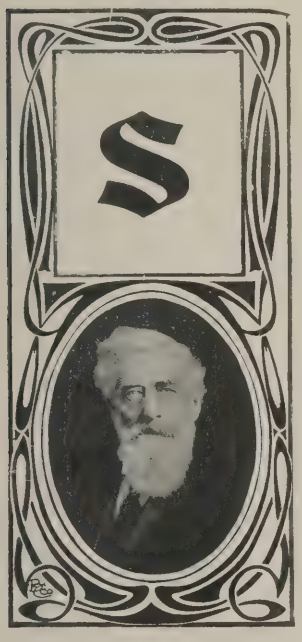
I have always had two subscription prices, $1.50 when paid in advance, and $2 if not paid until the end of the year. This I have found a good plan, as it induced a great many to pay in advance, thereby doing away with a collecting agent, and when necessary, to have a collector, the extra 50 cents paid his commission. There is also another advantage in the two price system, you can compromise with the delinquent, i. e., if he happens to be say six or eight months in arrears, by allowing him the discount if he pays for the year he had entered upon and a year in advance. In this way I not only got a year and a third, or a year and a half in advance, but secured the subscriber for the second year, that otherwise I might not be able to retain.

A Change of Location.

In the fall of 1866 a number of Athol's prominent citizens, having decided that a weekly newspaper would advance the business interests of the place, appointed "a committee to select a publisher and offer him inducements to establish a newspaper in town." When I was first interviewed on the question of moving my business to Athol I gave the committee no encouragement. I was doing a good business in Barre, but on further consideration, after consulting some of my friends who induced me to engage in business in Barre, I decided that if the Athol people called upon me again I would ascertain more fully what their plans were. In a few days I received a request to meet the committee in Athol, and I did so. Their proposition was to give me a sufficient amount to pay all the moving expenses of office and household effects and make up any other expenses I might be subject to by loss of time, etc., but I was expected to give security that I would continue to publish the *Chronicle* weekly as an independent family paper in the town of Athol for a period of three years, at least, to be not less in size or inferior in quality as to stock or contents, than it had been for the previous three months. Athol had previously had two weekly newspapers, one, *Freedom's Sentinel*, the first number of which appeared Dec. 18, 1827, and the last on Dec. 14, 1829, in which the editor said: "This week we issue the last number of *Freedom's Sentinel* in Athol. It has been published two years, during which time the publisher has devoted his whole time and attention to its editorial and mechanical departments; and now he thinks he has an undoubted right to take a friendly leave to its patrons, and depart in peace, good spirits and with empty pockets." The *White Flag* was the second venture in journalism in Athol, the first number appearing Sept. 7, 1850. The first year it was issued weekly, then only once in two weeks, and ceased to exist before the second volume was complete. The publisher, several years afterwards, informed me that the paper was intended to promote the Christian Confederacy of Neighborhoods, and having accomplished its mission he saw fit to suspend publication. From 1851 until November 1866, Athol was without a newspaper, and in making the third venture to establish a local paper the citizens were determined its life should be insured for at least three years, hence the reason for demanding a bond from me that I would continue the publication of the *Chronicle* for the time specified. I think, however, there were several times during the first three years that I was in town that those who contributed to my coming would have doubled the amount to have gotten rid of me. When I went to town they wanted an independent paper, but the trouble was it proved to be too independent for some of the politicians and repeatedly upset their plans. In removing to Athol I did not anticipate increasing my business. My object was to prevent losing the large patronage I had been receiving from Athol and adjoining towns.

In conclusion I will say that I have many pleasant recollections of events during my 60 years' connection with the printing business, and a few sad ones, none I more deeply feel than the passing away of a large number of my newspaper associates. Of the number who organized the Massachusetts Press Association I am the only survivor, and but one besides myself is left of those who formed the Suburban Press Association of New England.

EDITORIAL NOTES AND POINTS



SO long as popular Government exists in this land, newspapers, intended for the information and helpful guidance of the people, will find politics a topic of leading interest both for the news and editorial columns. Every good citizen of the United States, as a sovereign, must be interested in all governmental affairs, and there are few who do not read, both political news and political editorials, yet, politics should not be permitted to crowd out any of the other multitudinous interests of the people. The industries, agriculture, education, home life, health, good roads and all kinds of public improvements and social affairs and physical betterment, economic, moral and ethical conditions and the ways to improvement should have full treatment in proportion to their importance and prominence, from day to day, and most of these, in a country ruled by the people, frequently involve governmental action and must, to that extent, become political questions.

Personal politics have human interest and must not be neglected for the good of the public service, but either personal or partizan politics, that mean only the serving the individual interests or ambitions of office-seekers or the advancement of the ends of partizan bosses, should be avoided or treated as advertising and so indicated.

* * *

In its issue of October 29th, *The Editor and Publisher* of New York gave, from leading newspapers in all parts of the country, letters as to the outlook for business indicated by a comparison of present advertising with that of last year. All showed a most satisfactory increase in advertising, indicating growing business everywhere. Advertising is ever a good index to business or to the faith of men therein and faith or confidence and push make business. These reports afford good prospects. The practical faith that draws money from the pockets of experienced business men to pay for publicity and promotion shows that business is in the getting.

* * *

There are many things in this world that may have been dreamed of in some apparently wild or at least undeveloped philosophy that rests on apparently unexplainable phenomena. The Jews, nineteen centuries ago, marvelled over the great Teacher, saying: "How knoweth this man letters, having never learned." The question was perfectly natural. To know one must learn, yet artists, musicians, orators, poets and mathematicians, frequently, seem to have been born such, or to possess so great powers or knowledge, yet never having learned through instruction, as to be unexplainable, by any of the known laws of heredity or Nature. Explanation has been sought on the theory of the transmigration of souls, or minds. Blind Tom was the wonder of the past century. There are ever unexplainable wonders of unusual natural endowments and adaptation.

There was raised on an Oregon farm, without any instruction in drawing, a boy, whose work as a cartoonist attracted and created much interest on the Pacific Coast from the very first. He later came East and immediately won a national reputation. For his work the leading metropolitan dailies immediately contended. We speak of Homer Davenport, from whom we published an illustrated article in 1897, telling of his ideals and methods and showing some of his work. He today stands at the head of his calling, and the Publishers Press of New York announce that they, as a drawing card, have secured his exclusive services. A cartoonist ranks in character with the editor, only he tells his thoughts in pictures instead of in words, and makes a quicker, deeper, more pleasing and lasting impression. Davenport cartoons have been political and have exerted no small influence. It is stated that he will now devote his pencil to social questions and reforms. *The Editor and Publisher* of New York says of him:

"It would not be at all surprising if Davenport in his new field would exert great influence. His work is particularly of the story kind, educational and militant in type. With a few strokes of the pen he can tell the strongest story and point a more powerful

moral than could be conveyed in a book. Now that he is definitely to apply that power along definite, systematic lines, the result should be impressive.

* * *

On November 5th the *Northwestern Agriculturist* of Minneapolis, Minn., issued its annual Thanksgiving Number and showed on its first cover page, a splendid specimen of an ideal turkey in red and bronze. The editor and publisher believes in timeliness and appropriateness. The paper is a weekly, but issues one number each month of complete magazine form in covers, and these covers, of which we have heretofore reproduced specimens, are of high artistic beauty, and nearly, if not always, adapted to the month of issue. They have to do with the showing of farm views,—flowers, fruits, fields and harvest scenes, and so on. It was not of these things that we intended especially to write, though they are not without value, but, the rather, of the editorial, of Editor P. V. Collins, on "Thanksgiving," which he makes strong, and to which he gives pathos by contrasts. He speaks of the sufferings by the pioneers in Northern Minnesota who, after years of hardships and toil, lost their all by the forest fires; of the farmers over much of the Dakotas, who have toiled in vain this year, for the drought and heat destroyed their crops; of deaths and other calamities suffered by the people in the regions covered by his paper, and then writes:

We shall find Gratitude amongst the fire-victims of Northern Minnesota, for they have not so soon forgotten the horrors from which they, and perchance their loved ones, have escaped. They are not in dispair for the future is yet before them. Friends have been drawn to them. They have found more kindness and sympathy in this old hard world than they had supposed it contained. They have opportunity and courage and hope, thank God. Why, to them Thankgiving Day will be richer this year than it ever was before, for their experiences have been deeper; they have sounded the depths of life more profoundly than ever. Thank God for life, for strength, for friends, for loved ones spared.

Drought-stricken farmers of the Dakotas! Is everything gone? Have you nothing at all left? There are thousands of families in the cities starving. Are you starving? We seldom hear of farmers actually hungry, thank God. The land that did not produce, this year—is it not summer fallowed, rich in fertility for next year's crop? Shall we despair because one crop in ten is short? The farmer whose own farm this year failed, can find employment and food, if he is willing to work for others. Thank God for the opportunities of life and health and manly struggle. Yes, there will be Thanksgiving Day this year in the dryest of the drought region.

And what of the sick? We have seen never such peace and serenity outside of the sick room as we have sometimes found in it. Weakness only demonstrates that when our own strength fails there are arms of love reaching out to hold us, "and when thy father and thy mother forsake thee, then the Lord will take thee up."

An so, into many a heart bowed down in disease, there will come the sunshine of a great gratitude, for loving friends and a sustaining hope. There will be Thanksgiving Day in the sickroom, this year too.

Why, the more we think about Thanksgiving Day, the more it appeals to us, for its rich significance, It marks the close of a year's toil upon the farms. It is distinctively a farmer's feast day. It was established by the Pilgrims as a day to celebrate a good harvest after a year of dire distress and hunger. It is thus a farmers' celebration. We are proud to know that it is distinctively an American institution. If we had no other pride in our country, we would be proud that of all the countries of Christendom, ours is the only one that has set apart, nationally, a day of Thanksgiving. It makes us proud as Americans to humble ourselves before the great Giver and confess that though "Paul may plant and Appollos water, it is God that giveth the increase." What a grand significance the day has, then, that, through the four centuries since our pilgrim forefathers first feasted and thanked God for the harvest, the custom has been kept up here by the nation which they founded.

And so the real, genuine thanks-givers this month will probably not be the speculator who "made" $50,000,000 this year on a lucky investment, nor the strong man who tilled his soil and garnered forty bushels of wheat to the acre, as did many a Minnesota farmer this year. If we look for Gratitude let us not expect to find it in such abundance in the homes of Prosperity—unless those homes have heretofore been passed through the fiery furnace of trial and have learned the priceless lesson of dependence upon a higher Power than their own strength or wisdom.

We have given this not so much on account of the day and its meaning—of which Editor Collins has so edifyingly, intelligently and inspiringly treated—as because of the true spirit manifested and the wise counsels and consoling admonitions found therein. It is not the part or province of the newspaper man to foster sorrows, to bring gloom, doubt, or discouragement, but ever to look on the brighter side, to show the silver linings of the clouds of grief and disaster, to encourage and to point the way to hope, to accomplishment and to success. There is no profit for this life nor for the life to come, for the individual, the community or the state, in dwelling on sufferings, sorrows, sins or outbreaking crimes, only as these may be used to give greater fortitude, greater appreciation and wiser use of the opportunities and blessings that remain, or to help to fortify against temptation, to flee from the evil and to seek the good. If we remember history aright, the first Thanksgiving in this country was first appointed as a day for fasting and prayers for mercy and succor, but the fasting was turned into feasting and the prayers into joyful praise. It is well when we can find by means of calamities the ways of deeper, more abiding thankfulness and, out of weakness and wickedness, of the past, can gather strength, wisdom and righteousness for the present and the future.

* * *

We do not sympathize with the view of the Postal Department authorities, that to cease competition with printers and the building up of a great monopoly in Dayton, Ohio, is simply a matter in the interest of a

trade or of the members of printing and allied callings and against the interest of the public, but we certainly, with all other good citizens, are wholly in accord with and heartily commend the efforts that are being made to put the Department on a business basis and to do away with an unnecessary deficit. We earnestly hope, now that election is over, that the good work of reform will be carried forward, in all governmental departments and in Congress, until the three hundred millions of annual waste, which Senator Aldrich, who was in a position to know, declared to exist, will be saved to the people, to the advance of honesty, as well as of honest thrift and good citizenship. Dishonest gain, or the receiving money that is not honestly earned, is not only demoralizing but is nothing more or less than stealing, and is not profitable, in the end, to the receivers of the stolen money even though they number tens of thousands, and are scattered in every section of the Republic. It is time to abolish or to guard "Uncle Sam's Pork Barrel." It is no excuse to say that all sections receive their share of the "pork." The wider the distribution of the "pork" the more general is the corruption and the greater is the danger to good government, to liberty and law. The people who receive benefits from a useless appropriation, or are the beneficiaries of graft, are participators in the crime of robbing the Government, and if the people expect public officials, members of legislatures and of Congress to steal for them, they can not expect but that they will steal for themselves.

The principle, stated in the Maverick branding story of Theodore Roosevelt, is universal. The plan to steal an unbranded calf on the range, by proposing to put on Roosevelt's brand, led to the discharge of an employe, on the ground that one who would steal for his employer would steal from him. Theft is not made honest because it is made general; vice would not be made a virtue even if all people practiced the vice—ruin and anarchy would only the more surely and the more quickly be the dire result. The people have become aroused to the importance and necessity of honest, efficient administration of all governmental affairs, and there is another election coming in 1912.

* * *

The publishing of a newspaper is not a mere mercantile business. It has a higher function than of merely buying and selling news. That journalism has ever been viewed from so low and sordid a standpoint is due to the prevailing commercialism of the age, but that commercialism, as a ruling force, is losing its power. It never has entirely ruled the newspaper press, though it must be admitted, that its influence has been hurtfully great. Very few newspapers have entirely lost or ceased to exercise their high function as monitors of the people, leaders in the cause of good government, of improvement in morals and economic conditions, and matters of sanitation, education, industrial advancement and physical improvements. Partizan politics have not received the absorbing attention given thereto in the past, but this has been largely owing to the fact that no great moral, social or economic questions have divided the parties of late years. The newspaper has not been called upon to fight for deep convictions and opinions, but there is a revival of civic zeal and righteousness that, while aroused by real leaders in the different States, has found quick support in the newspapers. There has been such a rapid growth in newspapers, that there have not been enough able, well-equipped men, of high training, to keep up the high standards in the editorial columns that should prevail. A new demand for this kind of work is finding a supply, and the attention that is being given in schools and universities of high degree—in an atmosphere of high attainment in all human knowledge and especially in the branches that touch upon human well-being, ethics, sociology, government and related branches—is preparing editors, writers, reporters and publishers to meet the increasing demand for highest ideals, knowledge, conscientious convictions and noble purpose, fitted for leadership. The magazines were first to take the higher grounds, during the past years of the too great rule of commercialism, and to discuss moral, social, industrial and governmental questions from the viewpoints of human rights and needs; civic righteousness, purity of life and the square deal, to the subordination of the literary character and the sentimental stories. Such magazines have gained in circulation by leaps and bounds, jumping their subscription lists from the ten thousand point to the hundreds of thousands, the million or million and a half. Their successes have shown the demand for character, earnestness, the humanitarian, patriotic, apostolic, militant spirit, with convictions, and sympathies, and the wisdom and zeal to promulgate, exploit and defend them. The colorless negative, or negeigible man, void of the broadest sympathies and highest purposes, is out of place in the newspaper calling today. National life has changed within a decade, and has changed for the better. The highest ideals are at a premium. Social and educational, political and commercial conditions are rapidly changing and must change for the salvation of all the people. This is becoming an age of humanity, of humanitarian views and feelings, of practical fraternization and benevolence. Selfish, concentered, money-getting is at a discount and while wealthy men will doubtless continue their accumulations, they will be forced by all-prevailing public sentiment, by their own awakened consciences and by wise laws, to make their wealth subordinate to the rights and well-being of their fellows. There is coming a new enfranchisement of man and a revival of human rights and the press must lead in that enfranchisement, in that revival.

How Printers Make Trouble for Themselves

AN OVERTRUE STORY AS TO RUSH JOBS.

IT is one of the peculiarities of human beings, when they conclude that they want a job of printing, to think they want it the day before it is ordered. After the order is placed and an early delivery promised, other things crowd in, demanding attention and care or calling to pleasure, and the haste is forgotten, and even after the printing is delivered — at great added cost and inconvenience to the printer — very frequently it is not used for days or weeks. It is up to the printer to ascertain whether the immediateness of the want is real or imaginary. One good way is to inform the customers that there will be, of necessity, an extra charge for rush work. Many times this statement will reveal the fact that the man who is in such a hurry, can easily wait to save a dollar on a job.

The following, however, on "The Front Office and Rush Jobs," by J. L. Frazier, in *The Practical Printer*, of St. Louis, contains so many well put points on, and facts as to the woes attendant on rush jobs, that we feel that it is not only worthy of republishing, but that its effectiveness, as a reminder of faults and the means for saving from loss, admits of no improvement:—

"Yes; you can have your envelopes this afternoon," said the Boss, as he filled out a tracer for five hundred number tens for the probate judge.

Ten minutes later Skinem, the clothier, came in with a bundle of copy for a quarter-sheet poster. Skinem talked the Boss out of all the profit and wound up by saying that he would take the job across the street if he could not have five hundred of the posters by four o'clock.

The bookkeeper at the same time was promising one thousand letter-heads by three o'clock to the missionary society, the secretary of that organization having used the last one, so she said.

That was not all. Down the street the solicitor was taking an order for a thousand bill-heads to be delivered at five o'clock.

The foreman, back from lunch, had laid out several jobs for Tripp, the job man, and the two jobbers and the pony were humming along at a high speed on long runs. The 12 x 18 had a big half-tone form, on which the pressman had spent two hours making ready. The make-up and the ad man had all they could do to get the paper to press on time and were going along at a lively clip, too. Dobbs, the foreman, went the rounds to see that everything was running smoothly and then settled down upon a high stool at the twelve-point case to help the ad man through the rush.

Footsteps! Loud, louder!

"Dobbs," said the Boss, "here are some jobs. This one must be out this afternoon. This one must be out this afternoon. This one must be out this afternoon," etc. The Boss was all a-flutter over the prospects for a fine business. "Give 'em fine work, Dobbs; want to hold their business."

Poor Dobbs!

He was a backward fellow who thought more than he talked and worked harder than he thought. The Boss was six feet tall and of influential mien. So, of course, it was with no little stuttering that Dobbs managed to say, "Can't possibly do it, Boss."

"Can't!" stormed the Boss. "Can't never did anything. Why can't you?"

"Well, er-er-er-r-r-r you see Jinks and Johnny have all they can do with the paper and then some. Tripp might set up a couple of those jobs in time to get them out when promised. If I do that I will have to tear those jobs off the press and make them ready over again. The job work's been so rushin' most all the type's up and we'd have to pull sorts and waste time in a dozen ways. Wouldn't it do to let these jobs go over till that half-tone job is off, anyway"

"No; of course not; got to keep my word. Get 'em out." With that the Boss walked back to his private office and dictated a long letter to a type foundry demanding to know why that institution had not prepaid express on five pounds of spaces which had the unique distinction of being the only new equipment he had purchased in two years. The letter written and on its way, he ground out a flowery editorial on the great work being done by the local humane society in the matter of preventing cruelty to animals.

Dobbs scratched his head. He gasped for breath. He started Tripp on the quarter sheet. Then he rolled up his sleeves and set the probate judge's envelope corner and the letter-heads for the missionary society. He ordered the feeders to pull their jobs and get the envelope and letter-head ready. He took a good deep breath before setting his stick for the bill-head. 'Twas well that he did. The name of every item carried by the institution was written on the copy. Six Point! Poor Dobbs! The agony finally over, he went to Tripp's assistance. The old-timer was wearing out tweezers, type and nerve centers in an effort to pull enough sorts from standing jobs to get a start on the quarter sheets.

Footsteps! Loud, louder, loudest!

"Got that half-tone job of Jones' ready?"

It was the Boss talking. The job had been sidetracked, and so Dobbs told the Boss. Dobbs had pulled two q's from it to get out the bill-head job.

Jones was hot, but the Boss was hotter.

Six o'clock finally came. The boy had taken the missionary society letter-heads to the secretary's home, only to find the worthy madam gone. She called two weeks later and apologized for having found an extra pad at home. The probate judge was not in his office when the boy called with his envelopes. "Gone fishing," the sign on the door said; "back in two weeks." The bill-head customer 'phoned when half the order had been run and demanded that "Queensware" be added to the lines carried. He was considerate enough to allow poor Dobbs an extra day to get out the job. "Didn't need 'em very bad, anyway," he said. The quarter sheets were out on schedule and everything was smooth but Jones and the Boss. They were rough. Poor Dobbs!

Dobbs was offered a better job in a few days. He accepted it. Then he shuffled into the sanctum of the boss.

"Goin' to leave," said Dobbs.

"What!" The Boss was astonished.

"Yes; goin to leave."

"Why?" The Boss grew pale as he asked the question.

"Well, if you really want to know, it's because the shop is all 'out of sorts.' 'Sorts' is type; and if you are going to do business as she should be done another press

would come in handy. Can't do business with a lot of junk. Good-bye."

Poor Boss!

Comment is scarcely necessary, still, so negligent are the most of us that we permit, through inattention, or the leaving the mechanical department of our offices to others whose wants and suggestions are too frequently ignored (or neglected) that the truths of this printing office parable cannot be too often repeated—we can scarcely be too often reminded of our neglects.

Reiteration seems to be the only way to bring the mind up to the psychological condition that in student days used to be termed the "sticking point," when the suggestion or thought becomes the "I will" and the "I will" passes into accomplished deed.

We all theorize and declaim about the necessity of backbone, of firmness in taking and promising work, so that all work can be turned out as promised and without any added cost that is not fully provided for in the price given, yet, in our anxiety to please, to get work, to meet even the unreasonable demands of our customers, we make promises that cannot be filled without loss, if at all, and permit others to fix our prices. Rush work hurts in a score of ways, and like overtime, should be charged a price and a half or double price. It prevents keeping up with the distribution of dead jobs, necessitates taking off and putting back jobs on the presses, the hunting for sorts and pulling letters that must be replaced. All this means doing work over, increased cost on every job, loss of time that cannot be charged and discourages the office. Presses are idle, pressmen and feeders, forced to wait for the fixing of the type in the forms—the replacing of pulled letters, and the replacing of pulled letters is often forgotten, causing the spoiling of jobs and necessitating doing work over with a heavy loss in stock spoiled. In small offices where compositors are required to act as stone-men and to distribute the type, the loss is even greater than in large offices where there is a more economical division of labor, and a man is not compelled to drop a piece of composition commenced to fix a form and then come back to the work, to commence all over again.

The lack of an adequate supply of sorts has been told and emphasized hundreds of times, yet, in thousands of offices, this want has never been supplied, and proper equipment has been neglected. It is much easier to get along with what one has than to buy new or to investigate and get machinery adapted to the work to be done. Machinery costs money, but good machinery, that gives increased production, is much cheaper than are men. All these things are indicated in the foregoing story, that teaches so forcibly by comparison, and much more that is of practical value is suggested, but we have written this much by way of reiteration and enforcement, in order to deepen the impression, make it more lasting, hoping that performance—that will bring profit and satisfaction to many offices—will be the result.

Character in Advertising

The following from an address by John N. Higinbotham, of the National Biscuit Company, before the Associated Advertising Clubs of America, deserves reading, remembering and careful treasuring and conscientious consideration by every newspaper man who is fortunate enough to have an awakened conscience and wise enough to be guided thereby; who prefers permanent to ephemeral success, and character and a good name to immediate profits:

Deceiving the public is a sin that destroys itself. It would not enjoy even its own brief span of life were there not a small audience of readers studying to get the best of someone else. It so frequently occurs that the victim of such schemes is animated by the same motives minus the craft of the perpetrator. A large percentage of the men who are slugged and robbed in our cities meet their fate in localities where they have no legitimate business and generally a long time after business hours. They disregard that wise saying from the Koran: "If you can't be good—be home early." I would be willing to pay from my wife's allowance, small as it is, the doctor's bills of all the men who are slugged or robbed on their way home from prayer-meetings.

In much the same way, the man who falls for a gold-brick advertisement is in nine cases out of ten looking for the best of it and foolishly selects the philanthropist who advertises one hundred per cent. returns on your investment the first year. Dooley has said a lot of good things, but he never said a truer one than this: "No man is too smart to be buncoed; but some men are too honest."

Advertising men should scan their clients just as a lawyer should—and does not. In a way the profesions are analogous. The great reading public is the jury and the merits of the advertised article are on trial. The advertiser would do well to study Greenleaf on Evidence and learn how to array his facts and arguments most convincingly. Most of all, he must learn that the greatest confession of weakness is to abuse the other side and the next greatest sin is to imitate your competitor.

The man who knowingly writes and designs an advertisement for the fraundulent concern is furnishing his unprincipled principal with his main missing ingredient, brains, or that something "just as good as" brains, viz: plausibility.

It is no excuse to say that someone else would do it if you did not. That has been the cover of the retreating offender with the single exception of Adam since the world was created. And Adam did the best he could by blaming his fault on the only other biped in the Garden at the time It is no excuse to say that someone else built the trap for the unwary. The man who writes a clever ad, and the man who publishes it, furnish the bait without which the trap would catch no victims.

Publications should scan their advertising columns closely. The implied endorsement which is given to an advertised article or scheme by its appearance in a high-class magazine or newspaper is more potent than editorial approval for more people read the ads than the editorials. It takes courage to refuse good money from bad sources, but your profession is no more excusable when it yields to this form of temptation than is the doctor or the lawyer and should safeguard its honor as zealously.

Do not be misled by the will-o-the-wisp, temporary success. Success that is temporary is not success. I have known men whose first step in taking charge of the advertising department of a publication was to cancel twenty percent. of its advertisements. In every case this loss was overcome within twelve months and before the second year was ended the advertising department showed a big gain. And this was real success for it was permanent. You can make a peat bog in one wet season, but it takes centuries for nature to crystallize a diamond into shape.

When a publisher or an advertising man (and this includes writers of advertisements) is tempted with a big

bundle of questionable business, he must choose his partner. Either he must defend his readers and offend the confidence man or he must enter into a short-lived conspiracy to defraud the public. An ad is known by the company it keeps and a company is known by where it keeps its ad. Mere circulation does not tell the whole story. Some widely-circulated-at-a-nominal figure publications have but one argument in their favor as advertising mediums and with characteristic short-sightedness they never offer it, viz: their literary pages are so unreadable that their subscribers turn to the better written and better illustrated advertising columns for relief.

Now, it may be asked, if only the unworthy are caught by fakes and the fakes soon die, why worry over the matter. In the first place, some of these traps catch the careless and ignorant, and it is the business of organized society to protect the weak against the strong. In the second place, few of us are so good as to be temptation proof to every siren's song. Combining the careless and weak with the ignorant gives a sufficient clientele to furnish ample remuneration to the get-rich-quick operator. And while it is true that these schemes are ephemeral, the schemers live long and incubate industriously. Sometimes their paths are as devious as those of the colored boy arrested and found guilty of stealing chickens. After serving jail sentence he was met on the street by a neighbor.

"Well, I see they got you at last, you black rascal."

"Wot you talkin' about boss?"

"That chicken stealing case."

"All right. I dun took my medicine, but I could have proved an alibi."

"Nonsense! Why didn't you do it?"

"I thought I bettah not. But I could ha' proved dat de night I was accused of stealing' chickens, I was in another county stealin' a hoss."

The remedy for these fake advertisers is largly in the hands of the gentlemen assembled this week in Omaha and with the publishers who more and more are establishing a rigid censorship over their advertising columns.

Human nature is very much alike in all trades, professions and countries. The man who goes to the city and buys a Sky-scraper in the downtown district for a song from some man who does not own it, has a twin brother in the city who pays several hundred dollars an acre for fruit land that he has never seen, five dollars down and five a month until the Democrats elect another president. There are men who would buy foot-warmers for use in Hades if they could give their notes for them. If you wanted to start a pin factory you would find just as many pin heads on State street in Chicago as you would in the country grocery. If a man is crooked he will be a crooked lawyer, doctor, preacher, or advertising man. No business can make a crooked man straight and no man can make a straight business crooked. He may be as twisted as a corkscrew but the business he follows is not bent in the slightest in the eyes of discriminating men.

I suppose there is less crookedness in the advertising profession than in some of the others because it takes more intelligence to be an advertising man than to be almost anything else, and the really intelligent man is never crooked. An unprincipled man may be rich or temporarily popular but he cannot really be intelligent or he would know that crooked methods never procured that one boon, beside which all others fall, in the one word—satisfaction. Without this satisfaction all your other results are as sounding brass and tinkling cymbal. And it must be the kind that won't come off, the variety that remains with you when the light is extinguished and you crawl into bed in the dark with nothing in sight but your staring conscience.

Connecticut Editors Meet

One of the Most Profitable Sessions Ever Held.

The joint quarterly meeting of the Connecticut Editorial Association and the Associated Dailies of Connecticut, held Monday afternoon, October 24th, in the Hotel Garde in New Haven, was not only the best attended of any fall meeting held in several years, but was enthusiastically declared by all present to be the most practical and helpful from the nature of the addresses of any meeting since the associations were affiliated. Members were present from Waterbury, Hartford, Stamford, Greenwich, Manchester, Putnam, Bristol, Thompsonville and New Haven.

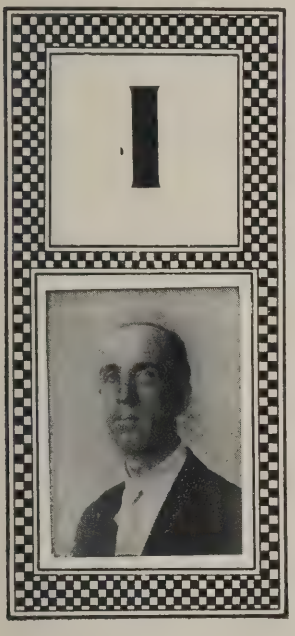
On behalf of the associated dailies, who furnished part of the program, William H. Lee, of New Haven, president of the National Typothetae, gave a most interesting and valuable talk on the work the association is doing for the printing trade throughout the country, especially in the establishment of cost systems, by which the job printers of any city are enabled to unite on uniform prices for the work—prices fair to them and fair to their customers. He gave a most illuminating view of the work which the association is doing for the general improvement of the trade everywhere, referring incidentally to the Winona trade school at Indianapolis, where young men who would learn the business from the bottom up can get more in a year than they could in five under the old apprenticeship system, and on a much broader and less expensive scale. In closing Mr. Lee touched on the position which the farmer, and especially the dairyman, holds in Connecticut, and reminded his hearers that all business and industry in the state depends on the farmer's prosperity. The far-seeing editor, then, will use his best influence to encourage and help the farmer, not forgetting the needs of the excellent state agricultural college at Storrs.

On behalf of the Editorial Association, DeWitt G. Saltsman of the advertising staff of the New Haven *Register*, spoke on the general subject of advertising, especially as applied to the field of the weekly. It was an able and practical talk, and was keenly appreciated by all present. Mr. Saltsman showed some of the substantial and swift results of the proper sorts of advertisements in his experience, and how he had been able to demonstrate their value to some reluctant advertisers. He especially emphasized the value of using space in which something could be said, and saying something in it that would compel the attention of readers and suggested how the weekly publisher could educate his advertisers in this respect. He dwelt especially on the possibilities of the Connecticut weekly field for the foreign advertiser, and of how the weeklies might unite to secure more of this advertising, and at better rates than they are now getting.

The direct outcome of Mr. Saltsman's talk was the passage of a vote that the president appoint a committee of eight, one for each county, to investigate the advertising situation among the weeklies of Connecticut, with a view to arriving at the establishment of an equitable system of rates on some basis of uniformity, said committee to report to the annual meeting in January. It was also voted that the president appoint a legislative committee of three members.

REVIEW OF JOB PRINTING

Address all communications to E. S. HANSON, 925 Linden Ave., Wilmette, Ill.



I HAVE an automobile circular which comes to me without an imprint, so that I am unable to give personal credit for its good qualities, and likewise cannot attribute its faults to the proper source. These latter, however, are not numerous, and I think I shall call attention to but one. Possibly even this is not a fault, yet it appears to me like the addition of ornamentation without anything to justify it, which I have spoken of in these pages a number of times before. I am reproducing herewith the first page of the circular, this being the page on which the fault appears. I believe that it is scarcely necessary for me to say that I refer to the two so-called ornaments at each end of the line, "The American." I am not sure how this page will

THE AMERICAN

"A Car For The Discriminating Few"

In Nine Models for Nineteen-Eleven

THE 1911 American is the result of many years of successful development and evolution of a type of high powered, safe, reliable and distinctive motor car.

¶ Realizing that ultimate success is dependent upon complete efficiency and perfect attention to detail, the manufacturers and designers of the 1911 American present a car which is the outgrowth of thorough trials and tests under the most exacting conditions, and which stands pre-eminent in its field.

¶ Few changes will be made from 1910 models and these are largely refinements of detail. The 1911 American is offered to a discriminating public as "America's greatest car."

show up in the half-tone reproduction, but in the original these ornaments and the heavy ruling are in orange, while the type matter is in black. I see absolutely no reason for these ornaments having been used, unless it was to give the upper part of the page a heavier appearance to balance up for the illustration below. I do not believe this was necessary, however, inasmuch as the illustration is largely in brown, so that it does not overbalance the black type matter above it. If there was any doubt in the matter, there are other ways in which a balance could have been secured aside from the addition of these excrescences. For instance, another heavy rule might have been run at the top, above the line, "The American." Beyond this one fault I scarcely see anything to criticise, and much to commend. The pages are handsomely gotten up and excellently printed on heavy paper. Many printers would not approve of the use of an orange ink for sub heads in connection with text matter in black, but in the present instance it looks well enough and I am willing to let it pass without criticism.

One of the souvenirs from the second cost congress at St. Louis, which I was sorry to be unable to attend, is a notebook given out by the Philip Ruxton Co. It consists of a strong cloth cover, elaborately printed in Ruxton's ink. Inside of one leaf is a pad of scratch paper. The other leaf contains a pocket into which notes can be placed for safe keeping after they are written and torn off from the pad. And such a congress would, I imagine, prompt one to make detailed notes of the proceedings, so that a souvenir of this kind would prove acceptable, indeed.

I have from the Carson-Harper people of Denver a little book for the Denver & Rio Grande Railway, entitled "The Farm Lands of Colorado." This book is apparently gotten out to distribute to farmers with a view to inducing them to locate along the Denver & Rio Grande system, and it emphasizes a fact which frequently happens to come to my attention, that printed matter gotten up to send to farmers is very often printed in a most economical manner. I know of companies who will spend almost any amount of time and money in the production of high class printed matter to appeal to other classes of people, but who will be satisfied with cheap printing and poor paper when it comes to literature to distribute among the farmers. This I believe is all a mistake. The majority of farmers in the country have just as keen an appreciation of the better grades of printing as a good many men in business and the professions. The farmer has passed the log-cabin stage in most sections of our country; nor is he living in sod huts and barely getting enough money to buy the scant necessities of life. The farmer has leisure to improve his mind and to enjoy himself. He has automobiles and other things which many of

us would not have time to use if we owned them. I hope in a very few years to see a decided change in this matter, for I believe the farmer is deserving of good printing, and ought to have it.

This letter head has come to me in a round about way, but I like it so well that I am anxious to reproduce it. It might well serve as an example of neatness and simple typography to many of the friends of this department who send in elaborate compositions

NEW YORK OFFICE
SUITE 1171 FIFTH AVENUE BUILDING
'PHONE NO. 3237 GRAMERCY

PITTSBURGH OFFICE
1001 DIAMOND BANK BUILDING

Edward Stern & Company, *Inc.*

Printers : Engravers

140 NORTH SIXTH STREET, PHILADELPHIA

Cable Address. "Sternprint"

which are so worked out as to fail entirely of the desired results. The letter head here shown is entirely in green back with the exception of the initials of the words "Printers" and "Engravers" which are in red.

I have from the Bazner Press, Chicago, another musical catalogue with a carefully composed title page which I am here showing. The inside pages are

COLUMBIA
School of Music

Season 1910-1911

Incorporated under the Laws of the State of Illinois

CLARE OSBORNE REED
Director

LUDWIG BECKER
GERTRUDE H MURDOUGH
Assistant Directors

JESSIE B HALL
Business Manager

LILLIAN QUEALY Registrar

Clare Osborne Reed Estelle Brackett Phelan
Founders

Ohio Building, 328 Wabash Avenue
Southeast Corner Congress Street
CHICAGO
Telephone Harrison 2580

also very carefully done, and the press work is abundantly satisfactory, making a piece of work which is practically beyond criticism.

A recent catalogue which has come to my desk prompts me to say a few words in regard to the use of a tint back ground for catalogue pages. A background of this kind in some cases is very desirable, especially when a large number of cuts are used of different sizes, this back-ground helps to square out the pages and makes them look more uniform. When well printed, it is always a really decorative feature in itself and is to be reccommended where the customer desires to stand the expense. There is one thing, however, which must be observed, and that is that the tint should be of a uniform shade on all the pages. The catalogue I have before me, which is otherwise a very high class production, is marred by the fact that this one precaution has not been observed. Some of the pages scarcely show the tint at all, while others are very heavy, not allowing the printed matter and illustrations to stand out as they should. It takes a first-class pressman to watch a matter like this and turn it out satisfactorily; but it is a class of work which should not be undertaken at all unless a first-class pressman is at hand to look after it.

Warren S. Dressler, Camden, N. J., has followed out my suggestions in the September issue, and has reset the card which I criticised at that time. He is much pleased with the result and so am I. Am showing the

A. J. MEDLAR CO.,
HIGH GRADE
BISCUIT MANUFACTURERS.
1426 TO 1434 FAIRMOUNT AVENUE.
PHILADELPHIA

PRESENTED BY
E. B. MORRISON

Original

two cards herewith. These reset specimens of Mr. Dressler's are always interesting and I am glad to get them. Another one is also sent, though this is reset along Mr. Dressler's own lines and not from any

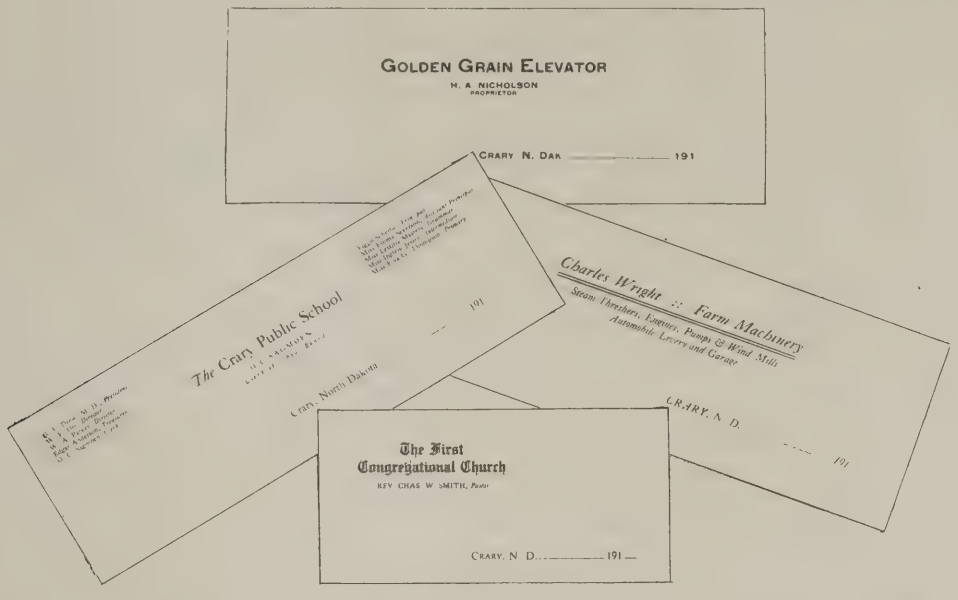
A. J. MEDLAR CO.
HIGH GRADE
BISCUIT MANUFACTURERS
1426 TO 1434 FAIRMOUNT AVENUE
PHILADELPHIA

PRESENTED BY
E. B. MORRISON

Reset

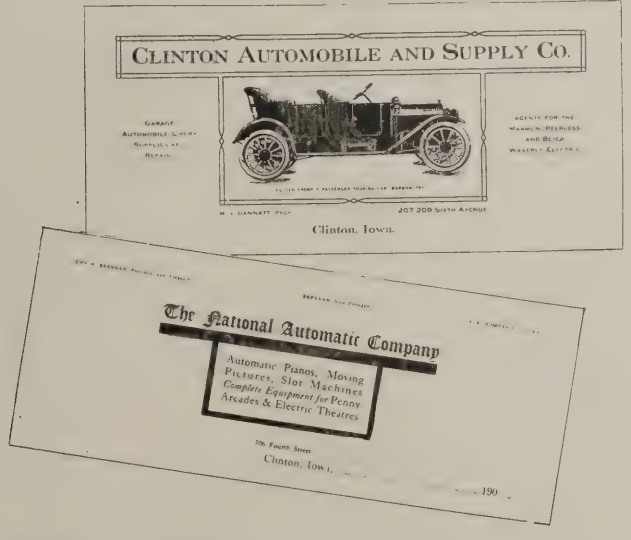
suggestion of this department. I want it distinctly understood that Mr. Dressler has ideas of his own and is not dependent on this department to be set right on all his work.

Albert Prastmark, Crary, N. Dak., sends a bunch of specimens which are up to his customary good standard. One of the best is a catalogue title page, but inasmuch as it was prepared for a contest in another publication, I shall refrain from reproducing it. I should like to call especial attention to the letter head



for Charles Wright, and would commend this to would-be compositors as being an excellent result with simple faces and with a very little outlay of time. The title page of the graduation program is very satisfactory. I should, however, have left off the rule border on the inside pages. The letter head for the Crary Public School, shown here, is also to be commended.

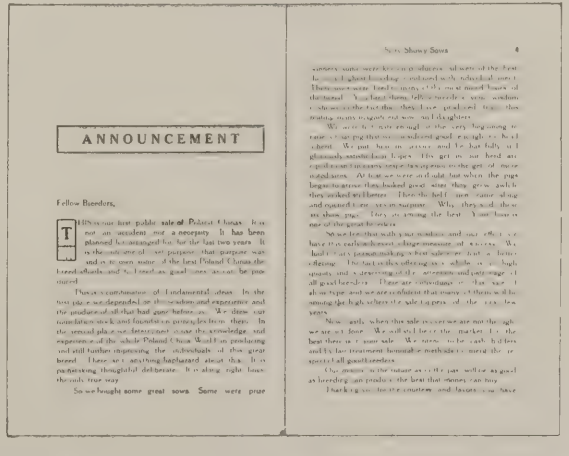
I spent a few hours in Clinton, Iowa, one day recently, and dropped into the office of the T. I. McClane Printing Company, where I picked up two letter heads here shown. This company is doing a job business exclusively, and has an exceptional equipment, so con-


CLINTON AUTOMOBILE AND SUPPLY CO.
207 209 SIXTH AVENUE
Clinton, Iowa.
The National Automatic Company
Automatic Pianos, Moving Pictures, Slot Machines
Complete Equipment for Penny Arcades & Electric Theatres
706 Fourth Street
Clinton, Iowa,

veniently arranged that it is handled in as small a space as the same amount of type and machinery was probably ever used in. These people are right on the job every minute of the time, looking to see how they can improve their work for their customers and at the same time cut down the cost so as to make it worth while for themselves. These letter-heads are, I consider, excellent pieces of work, and aside from their satisfactory display, they are almost faultlessly printed. All the rule and border work is so accurately joined as to make it really a delight. And there is nothing fancy about it either, it is just plain, every-day printing of the best kind.

I have a little booklet which is gotten up in a very satisfactory style, written in a sprightly way, entitled "How to Give the Boss the Best of It." It is sent out by the Binder Beilman Printing Ink Company, South Bend, Indiana.

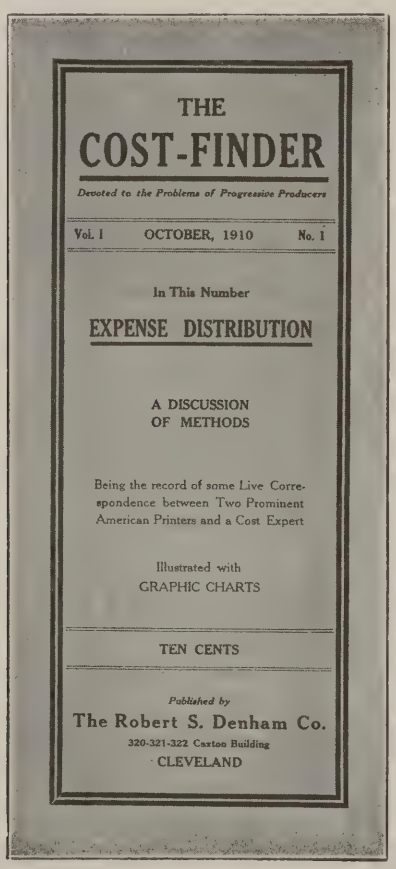
I am showing here two pages of a stock catalogue, but inasmuch as this work was not sent in voluntarily for criticism, but was solicited by me, I do not consider it fair on my part to name the office from which it came. I am showing the two pages together in order that readers of the department may get an idea of



the location of the line "Announcement" on the page. The fact that it was inclosed in a box and dropped down to the position it occupies will be recognized by anyone as a mistake; but what makes it still more re-

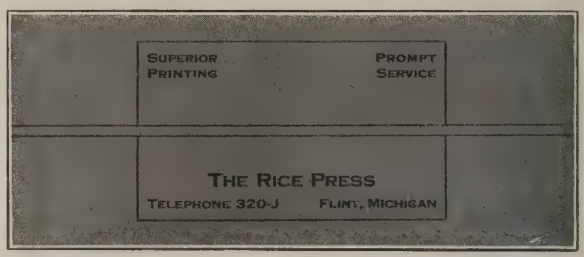
markable is the fact that on the next page the announcement ends with just four lines, leaving the rest of the page blank. It seems to me that a printer with half an eye would have seen that this announcement would have looked better to occupy more of the first page and end on the second page, rather than running four lines over and leaving the rest of the page blank. This is especially true, inasmuch as the make up of the other introductory pages of the catalogue would lend themselves very well to the suggestion that I have made. I would like the readers to note also that whereas the two pages that I am showing are opposite each other as left hand and right hand pages, the right hand page is number four. This method of numbering is followed right through the book. I see no starting point from which such a style of numbering could have been arrived at, unless it were that the cover page was considered one; the inside cover, being left blank, was probably not counted; this making the title page two, and so on. This is the first time, I believe, in my entire experience that I have happened onto such an anomaly.

I am showing here the cover of what may be considered a little house organ published in the interest of Mr. Denham's cost system. I find it so attractive, however that I am placing the inside pages on file for future reference. This cover I consider a


THE
COST-FINDER
Devoted to the Problems of Progressive Producers
Vol. I OCTOBER, 1910 No. I
In This Number
EXPENSE DISTRIBUTION
A DISCUSSION OF METHODS
Being the record of some Live Correspondence between Two Prominent American Printers and a Cost Expert
Illustrated with GRAPHIC CHARTS
TEN CENTS
Published by
The Robert S. Denham Co.
320-321-322 Caxton Building
CLEVELAND

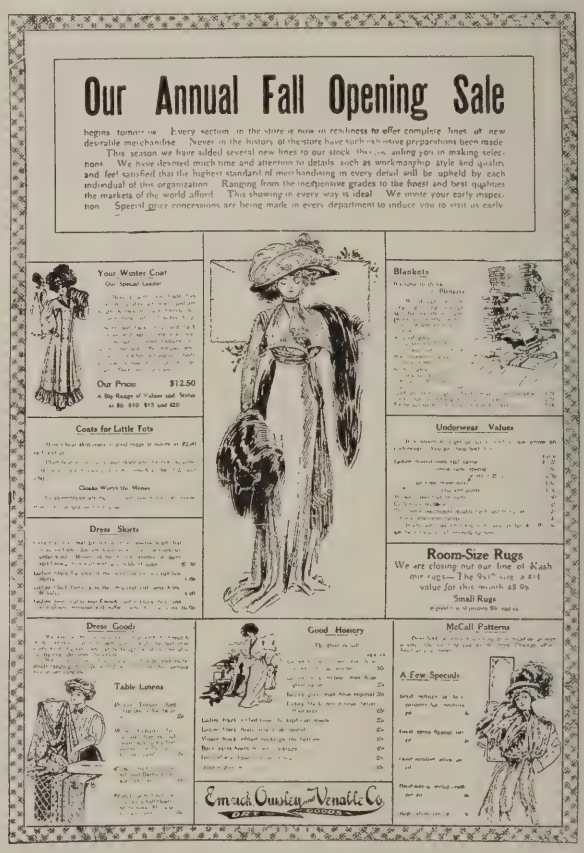
very well balanced piece of plain, neat composition. It would be, perhaps, rather inartistic in a plain black and white; but as it is, printed in dark brown on a lighter shade of brown cover stock, the boldness is somewhat subdued, making it look very attractive indeed. I wish I could impress on all readers of the department the fact that the piece of composition which appears to be harsh and bold in the proof can be subdued by a proper adaption of ink and stock.

I am on the regular mailing list for blotters from Rice Press, of Flint, Michigan, and am glad indeed,



that I am, for I look at them with pleasure whenever they come in. This last one is in three shades of brown, and is most attractive.

There is one feature worthy of note on this large poster, which was printed by the Robins Brothers Publishing Company, Augusta, Ill., that is the use of the particular border which was chosen, it having a decided "dry goodsy" appearance, and being particularly appropiate to the job in hand. This piece of work is well composed, the fact being worthy of note that on



all the smaller display the same style of type has been used throughout. I rather regret that a more modern face could not have been used for the main line at the top, and the signature plate at the bottom could well have been larger. This piece of work emphasizes the advance that has been made within the last few years in advertising art. These drawings are of a better quality than could be found generally a few years ago.

A Journalist Factory

An Institution for Making Newspaper Men

THIS is a new name as applied to a professional school, but has been given, not inappropriately, to the School of Journalism of the Missouri State University, as the school, through its printing office and its daily paper, proposes to turn out the finished product with practical experience in every department of newspaper making. We find the name, with the reasons therefor, in the following article that appeared in the Kansas City *Star*, in the issue of October 23rd:—

Call this the Journalistic Factory—that avoids all discussion of the much-debated question concerning whether journalism should be regarded as a profession. Call it a factory because this plant, which the University of Missouri at Columbia maintains for the benefit of men and women who hope to make a living by writing, is so much larger and more complete than the shops for journalists in other colleges and universities. Other schools offer lectures and classes in journalism, but Missouri gives the work, a dean and a separate department, ranking with the departments of law or medicine or engineering.

AND A NEWSPAPER IS ACTUALLY PRINTED!

Here is something to make old-fashioned academicians gasp with horor. The laboratory of this new department is a printing shop publishing a six or eight-page daily paper. The dean is an editor who earned his college degree by conscientious work as a newspaper man, beginning when he enrolled as a printer's devil at the age of 15. The teaching staff he has appointed are former newspaper editors, and on the first floor of ivy-covered Switzler Hall is a classroom full of young reporters, clicking typwriters and buzzing telephones.

At first these discoveries may give even the most progressive minded visitor something of a shock. For centuries the colleges have been secluded from such practical affairs as news gathering, have placed tremendous emphasis on theories and principles and little on practice, have taught appreciation of "literature" and cotempt for "journalism." But the longer and the more closely the visitor studies the journalist story, the better he sees that there is no such contrast between now and old ideals as might appear at first sight; that there need be no conflict between principles and practice, and that the typewriter and the telephone are simply pieces of apparatus for a laboratory, and not meant for shocking old-fashioned collegians. Principles, he quickly discovers, are taught with as much rigor in the journalist factory as in the department of law, and a knowledge of how to write clear, concise English need not lessen one's ability to appreciate any of the literary classics. Though, apparently, there is more hurry and noise in this new department than in the old ones, the work is just as exacting, just as carefully directed.

WHAT THEY TEACH "JOURNALISTS."

There are classes in the school of journalism that are conducted like any other classes—dicussion and questions and answers. There are lectures which are given in the manner of lectures in other departments and taken down in note books just as if the subject were sociology or European history. Experts from other departments assist the staff of the journalist factory. A professor in the law school lectures on newspaper jurisprudence. A professor in English literature and language teaches the courses in English that are not strictly "professional training." Other professors teach the journalists drawing, psychology, sociology and history, economics, political science and public law.

The journalist has much of the same training as the student who is working for a bachelor of arts degree. The distinctive part of the training for the journalist is a group of courses with these labels:

History and Principles of Journalism.
Comparative Journalism.
Reporting.
Copy Reading.
Editorial Writing.
Newspaper Jurisprudence.
Illustrative Art.
Newspaper Publishing.
Agricultural Journalism.
Technical Journalism.
Advertising.
Newspaper Administration.

Many of these names explain themselves. There is a lecture room on the first floor of old Switzler Hall large enough to take care of a class of more than two hundred. There is the office of the dean, Prof. Walter Williams, for small classes of the seminary sort for seniors. There is a room full of typewriters, which serves as the classroom of the course in reporting and newsgathering. There is a smaller room where the city editor of the daily newspaper, the University Missourian, calls his reporters to give them assignments. There is another room where the "stories" these reporters write are edited by the class in copy reading. (In the slang newspaper office everything that is written is called a "story," and the manuscript of the story is "copy"). The class in copy reading prepares the typewritten sheets to go to the printers, writes the headlines, corrects grammar and spelling, or even rewrites a story if it is hopelessly bad. The north side of Switzler Hall is simply a suite of editorial rooms of a daily newspaper.

IN THE EDITOR'S OFFICE.

Prof. Walter Williams sits in the dean's office. Half of his books are reference books found in all newspaper offices; the others are classics. The pictures are of newspaper editors, mainly, with old Benjamin Franklin for a central decoration. This is the same Walter Williams who for many years was editor of the Columbia *Herald*. The university can't take the stamp of the newspaper man from his face and manners, even by giving him an LL. D. and headquarters in an ivy-covered hall.

"The older generation of newspaper men were trained as he was, by working in the back office among the presses and the type; then to be promoted to the front office to reporting," he says. "That isn't as common as it used to be. In the city newspaper plants it is impossible. The man goes into one department and sees nothing of any other. If he begins as a printer his promotion is in that department, never to another. The new way to prepare for earning a living by writing is to go to college—and the graduate of a school of journalism is preferred. In a few more years such professional training will be demanded—as it is now for physicians."

WITH A CIRCULATION OF 2,500.

The printing shop is downtown—Eighth and Broadway is its business like sounding address. In the front office is a typewriter for emergencies, though most of the writing is done in the suite of rooms on the campus. There is a complete and thoroughly modern print shop in the "back office," with a duplex press, which prints from big rolls of paper at the rate of 5,500 6 or 8-page papers an hour. The students have a chance to see the whole processes of newspaper making—an opportunity that reporters in a large city newspaper plant rarely have. The shop has its own linotype. Three men are working in the mechanical department all day. The paper is published in the afternoon, six times a week. It is self-supporting and has a circulation that would make most editors of college papers gasp in amazement—2,500 a day! It prints both local and telegraph news.

STUDENTS FROM EIGHTEEN STATES.

Though the Journalist Factory has been open for only two years it already has a national reputation. Its students come from eighteen states—all the way from New York and New Jersey to California. Ninety-two are taking the complete course. Forty-four are taking some of the courses offered. The increase in attendance last year was 25 per cent. That means that the new school is growing faster than any other department in the university.

Post Office Deficit Is to Be Wiped Out

Corrected figures made public by the Postoffice Department shows the reduction of $11,600,000 in the deficit for the fiscal year ending June 1st, and the prediction is made that the deficit will be wiped out during the present fiscal year ending June 1, 1911, while the service will be extended and improved. The Postmaster-General explains that:

Of the more than $11,000,000 actually saved, approximately $2,900,000 represented economies in postoffice manage-

ment. Still larger savings, aggregating close to $2,000,000, were made in the internal management of the post offices, including the conduct of the money order and registry system and the handling of the various working forces other than carriers.

"Reorganization in the rural delivery service was responsible for about $1,900,000 of the savings made in the deficit. A reduction of $900,000 can be credited to the star route service.

"The combined savings made in the cost of handling the mails in the post offices and in all branches of the service other than railway transportation, including an item of $450,000 for supplies and miscellaneous expenses, made an aggregate reduction in the deficit of $6,150,000.

As for the cost of the railway mail transportation, the preliminary records for the year indicate a reduction of about $4,700,000 in the excess of expenditures over receipts. There should be added to this a reduction of $750,000 in the relative cost of conducting the railway mail service, making a total cut of $5,450,000 in the amount of the deficiency to the railway branch of the postal business.

"In fact the economies in that branch fell little short of those accomplished in the post offices proper and branches of the service other than railway transportation.

"The total cut of $11,600,000 in the deficit is remarkable as being far in excess of any anual reduction previously accomplished.

"Through the decade ended June 30, 1909, the growth in expenditures for the service more than kept pace with the growth in revenue, the average annual increase in expenditures amounting to 8.03 per cent., while the average annual increase in revenue was only 7.91 per cent., but in the last fiscal year there was increase of less than 4 per cent in expenditures."

Mr. Hitchcock says he favors liberal compensation for postal employes, as he believes "that the higher standard of efficiency secured by a proper application of this policy is sure to justify the resulting increase in expense."

In Memoriam

FRANK BYRON CAMPBELL, DECEASED.

Iowa has lost from the ranks of its printers and newspaper men, an especially devoted and able craftsman. It may be aptly said of him that he was wedded to his calling and never sought any other spouse. Born in Portage County, Wisconsin, September 24, 1854, he moved with his parents, to Audubon County, Iowa, in 1869, where he early learned the trade of printer and became a newspaper reporter and writer. He was affectinately called "By" among his printer and newspaper friends. He always remained in the County where he settled as a boy and has worked in all the local offices from the time of the establishing of an early paper, the Defender, in 1870. The Journal gives the following as to his character, his life, his kindliness, benevolence, devotion to those in need, and to their memories, to his parents, to his religion, and his work:—

"By" was a thorough newspaper man and was conceded to be one of the best reporters in Iowa. He was a man with a keen sense of humor and his library was replete with the works of Nye, Burdette, Mark Twain, Hawley Smith and others whom he loved to quote. He was very original in his writings and the press of Audubon County will miss him.

He had worked on the *Journal* for fifteen years when he accepted the position as City Editor on the Audubon *Republican*, where he remained until two months before his death, a faithful and conscientious worker, when he had to give up his work and moved to Exira and made his home with his niece and nephew, Mr. and Mrs. L. J. Oldaker, where he had the best of care until the doctors advised him to go to the hospital at Atlantic, where he could have the constant care of trained nurses and eminent doctors; but his disease was incurable and he died Thursday, October 6th, of cancer of the stomach.

His remains were brought to Exira and were laid by the side of his mother and father in the Exira Cemetery. Rev. Griffith of the M. E. Church at Atlantic, preached the funeral oration.

The Masons of Exira Lodge had charge of the funeral and with their beautiful and solemn rites, he was laid to

rest. Among the many beautiful flowers were the set pieces "square and compass" by the Masons and "30" by the newspaper men and printers of the county.

We who were his fellow workmen for a quarter of a century knew many sterling qualities for which we praise him. He had no dissipations and his habits were clean and wholesome. He was generous to a fault and spent his wages on others more often than on himself and many is the poor person whom in the dead of winter he had helped to make comfortable by his quiet, unobstrusive charity. He was a firm believer in Christ and led a Christian life. He loved to work in the cemetery on Sundays and he owned, as he used to say, about twenty-five neglected graves which he would sod over, plant flowers on and look after every spring and summer and his lot where his father and mother rested was one of the best kept in the cemetery. We never met a man who loved a mother more than "By." He was an indefatigable worker, always at his post of duty and was found there when the Great Father of the Chapel called "30." When the final demolition of this world has come and and the books are opened it will be found that "By's" life-work receives the Supreme Foreman's O. K. and his "proof is clean."

The plant of the *Messenger* at Neponset, Ill., is for sale or lease. A. E. Stetson, who published the paper for ten years, is now engaged in farming, and publication has been suspended since April 1st, no one having been found to conduct the paper.

ADSTYLE OUTLINE

SUPERIOR COPPER POINT-LINE POINT SET MIXED TYPE

Weights given are approximate. Cast on Uniform Line

16 A 30 a 12 Point Adstyle Outline 3 11/16 lbs., $2.75

BEAUTIFUL MOUNTAIN Scenery in Southern California

1234567890

8 A 17 a 18 Point Adstyle Outline 4 5/16 lbs., $3.25

HARTMAN CITY 52 Chronicle Press

5 A 10 a 24 Point Adstyle Outline 5 7/16 lbs.. $3.50

SUCCESSFUL 43 Newspaper

3 a 6 a 36 Point Adstyle Outline 8 1/16 lbs., $5.00

SPRING 6 Chicken

3 A 5 a 48 Point Adstyle Outline 12½ lbs., $7.50

BORE 5 Brew

3 A 4 a 60 Point Adstyle Outline 17 3/16 lbs., $10.70

TEN 2 Rear

3 A 3 a 72 Point Adstyle Outline 18¼ lbs., $10.60

MUSH 6 More

3 A 3 a 96 Point Adstyle Outline 31½ lbs., $16.40

HIM 8 Die

30 Point in Preparation

BARNHART BROS. & SPINDLER

183-187 Monroe St., Type Founders Chicago, Illinois

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . EDITOR AND PUBLISHER

Official Paper of the National Editorial Association

PUBLISHED MONTHLY
OFFICE OF PUBLICATION:
4618 WEST RAVENSWOOD PARK, CHICAGO, ILL.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union 10s. 6d.

CHICAGO, NOVEMBER, 1910

Luke-warmness is never palatable in the newspaper, any more than in dietary or in religion, and spewing of the lukewarm out of the mouth is not too strong a figure for the one more than for either of the others.

* * *

Indolence, ignorance, conceit and selfishness form a natural quartette and generally go together, but they make a very bad combination for, and find no place in, a newspaper or job-printing office. Anyone of the four is bad enough, but combined, they spell inefficiency, discord, disgusted patrons and failure. There are no other callings known among men, that require more industry and careful, enthusiastic, painstaking, patient application; more intelligence, more exact knowledge and broader information as to all the affairs of men and business; more of the humility that is unostentatious, kindly, considerate and charitable as to the faults and demands of others yet bold and unswerving as to all rights in and outside of business; no other callings that demand broader benevolence, disinterestedness, public spirit and wise liberality.

* * *

The newspapers have to do with realities of life and with their character and tendencies. Neither hollow nor dead creeds nor fictions have any place in a newspaper as a newspaper. Everything in the newspaper should be a living affirmation, mighty in the strength of truth and in truth-compelling convictions; in facts and their potent effects; in life and demonstrated motives and results; in a living love, humanity and faith, that build homes, and schools, open up, improve and make fertile and more productive farms, gardens and orchards, lay out, develop, beautify, and give population, wealth, beauty, healthfulness and security to cities; that originate and carry on useful industries, create States and Nations and make them great with good government, with equal rights, encouragement and square deal to each and all. The newspaper misses its high character, its true functions, its obligations and boundless opportunities, that does not comprehend and live up to all that has been enumerated and much more, as a living, active, potential agency, every day, every week and all the time.

* * *

Correctness, orderliness, symmetry or harmony in arrangement; care as to words and their uses, proper construction of sentences, punctuation and capitalization, typography and presswork; clearness, cleanness and beauty are all to be considered and not one of them to be neglected, in the making of a newspaper that is to go into the homes and to be read by, and to influence, all, old and young. Appearances should not be neglected in a newspaper any more than in a person; when we visit the homes of our friends, we do not go with dirty hands or smeared faces, in uncouth, dirty or unbecoming attire, nor do we use incorrect, vulgar or unbecoming language. We try to make the best possible appearance and impression, and to please and to entertain, if not to edify. Should there be less regard as to the appearance of our newspaper, the visits of which are paid for as are the visits of the loving, thoughtful, sympathetic family physician? Yet, as essential as are all these things, still more essential are the contents of the newspaper. Much will be pardoned in the appearance of even a family physician, if his visits, his counsels and his prescriptions bring health or relieve pain. The newspaper must of all things, give the news, with desired information and entertainment, must be alive, sympathetic and wise in counsel, but, like the physician, will be much more welcome and will secure a surer position, if it comes to the home with brightness, sweetness, correctness, beauty, orderliness and good cheer in appearance.

* * *

The *Spokesman-Review* of Spokane, Washington, devoted a section of twelve full pages, in its issue of November 6th, to an account of a new fifteen-story sky-scraper built entirely by Spokane capital. It is known as the "Old National Bank Building." It has been built completely by men forming the bank building company, without mortgage, debt or outside capital at a cost of $1,300,000. Its illustration and description, with views of Spokane from its top, made a wonderful story worthy the enterprise of a great newspaper. There were 26,036 tons of steel girders used in the structure and $50,000 was expended on the elevators alone. The following enumeration of the material used gives a still more complete idea of what the erection of such a structure means:

Steel, 133 cars; marble, 30 carloads; common brick, 1,458,000; pressed brick, 230,000; terra cotta, 1,100 tons; lumber, 800,000 feet; window weights, 69 tons; window weight chain, 22,000 feet.

Five miles of pipe were required for heating and ventilating. The material ran into many millions of tons in weight, and the construction required such wide and close calculation on the part of the contractors in estimating the exact amount of materials, the labor and the time and the plans for keeping everything moving, that one article, treating of these matters, is appropriately headed, "Sky-Scraper construction—Marvel of Mathematics." The following paragraph in this article, covering matters that would be little thought of by an outsider, gives a hint of how much of interest was found to relate in the extent of the organization and work:

"First in importance in this work is the preparation of the time schedule, which must show in detail for every branch of the work when such branch must be started at the place of original manufacture and at what speed it must be prosecuted in order to insure the shipment and delivery of the various kinds of material so they can be incorporated into the structure at the proper time and without delay to other branches."

It can be understood from this one paragraph how much "good stuff" was found in treating of this building, of its originators, promoters, architects, and contractors, builders, and all that entered into the structure and a description of the elegant offices and their occupants. Among other things there is a directory of seventy professional men or firms, physicians and lawyers, who occupy offices in this one building; more in number than there were in the whole city only a few years ago, when we visited Spokane and were shown over this western town and told of its prospects and possibilities by Editor Coles of the *Spokesman-Review.*

Another pleasing fact, called to our attention in the article referred to and quoted from, is how every part of the country is brought into close co-operation, not only in the creating of a new city like Spokane, but, as well also, in the erection of a single great structure like this. The writer says:

"After placing the sub-contracts and material orders, copies of the written agreements are turned over to our chasing department, which has competent men in all of the largest cities of the United States, whose duty it is to keep in close touch with the manufacture and shipment of materials, and it is largely by this means that we are enabled to bring the various materials to the building in the correct quantities and at the exact time when they are needed."

We congratulate the *Review* on the masterly manner in which it handled this great enterprise and the details of its rapid and satisfactory completion. It produced a story of many chapters, not only filled with much that redounded to the glory of its city and the work of its enterprising citizens, but that was replete with interest and instruction to intelligent readers everywhere and calculated to awaken commendable pride in the heart of every American over the wonderful accomplishment shown by so young a city.

The annual exhibit of the Capper Boys Corn Club which has just been held in Topeka, has attracted much attention among western agriculturists. Arthur Capper, publisher of the Topeka Daily *Capital*, and several farm journals, is the founder of this unique organization which has a membership of over 2,000 boys who are pledged to work for improved methods of corn growing. At the beginning of the season, Mr. Capper offered several hundred dollars in prizes for the best corn grown by the boys. Nearly every member competed for these prizes. F. D. Coburn, head of the Kansas Agricultural Department, made the awards and spoke in most flattering terms of the great work Mr. Capper is doing for the development of agriculture in Kansas.

THE MENTOR OF THE BOY THE DELIGHT OF THE MAN.

President's Office. The Detroit Times.

November 12. 1910.

My Dear Sir:—I have received two copies of the National Printer-Journalist for November and wish to assure you of my deep appreciation of the very ample and analytical attention given to *The Times'* policy and achievement in connection with its recent anniversary number. Your treatment of the whole subject is most generous and cheering.

Years ago when employed as my father's assistant in the Hudson (Mich.) *Gazette,* I was wont to turn over the sightly pages of the National Printer-Jorunalist as the friendly and authoritative mentor of the craft whose approval the gods (to say nothng of the office imp) might cherish. Now, though still finite, we have it—and, are correspondingly elated. But we haven't the handsome publication regularly, so we will ask you to send it to my home address, 20551 Woodward Ave., Detroit Mich. for one year. Check for $2 enclosed. Very truly yours,

James Schermerhorn.

APPRECIATIVE BUT MODEST—"THE PERSONAL TOUCH" COMMENDED.

The American Printer, 25 City Hall Place, New York.

November 11. 1910.

Mr. B. B. Herbert:—I have your kind letter of the 4th instant and have just received your November number. I find it very interesting. particularly the notice relating to our July number which you were kind enough to give us. I greatly appreciate your courtesy in the matter. You were a little too generous in your comments upon me personally, but otherwise the article is very satisfactory and we feel indebted to you for it.

Your account of the convention in St. Louis was a very good one. You put a personal touch into your descriptions of these meetings that some of us do not get.

With best wishes, and thanking you, I am,

Very truly yours, JOHN CLYDE OSWALD.

ELECTED SECRETARY OF STATE BUT CANNOT GET ALONG WITHOUT THE NATIONAL PRINTER-JOURNALIST.

The Daily and Weekly Democrat.

Decatur, Ind., November 19. 1910.

National Printer-Journalist, Chicago.

"Dear Sirs:—Enclosed find two dollars for the National Printers-Journalist for another year, and please change the address to 1620 North Pennsylvania St., Indianapolis, Indiana. After an active service of twenty years in all the avenues of the newspaper business and profession I am temporarily leaving the same, but cannot get along without the National Printer-Journalist, of which I have long been a reader. After noon on the thirtieth of this month I will be in the office of the Secretary of State, to which position the good people of Indiana, or a plurality of them, elected me. Should any of the members of the National Editorial Association happen in the capital city during the next two years they will receive an appreciative welcome at the office of the Secretary of State. Congratulating you upon your splendid publication and with kind regards, I am, "Yours truly, L. G. Ellingham."

Standard Advertising

POINTS ON ADVERTISING COMPOSITION, MANY OF WHICH APPLY TO THE MAKE-UP OF A PAPER — WHY YOU SHOULD CONTRIBUTE TO PAPERS THAT REPRESENT YOUR CALLING.

READERS of the NATIONAL PRINTER-JOURNALIST are acquainted, to a greater or less extent, with the work of Seth Brown of Chicago and his ideals. His paper, presented at the Silver Anniversary Convention of the N. E. A., at New Orleans, and printed in the March issue of the NATIONAL PRINTER-JOURNALIST, on "The Newspaper Editor—His Responsibility, Privilege and Opportunity" showed a breadth of view, contained practical suggestions, high, inspiring ideals, accentuated by narrative and comparison, with a snap and a go, that left an impression that ought not to permit the matter or the author of the address to be soon forgotten, or to be otherwise remembered than with sincere regard and wholesome respect, besides, we have found frequent occasion to quote from Mr. Brown's awakening and enlightening articles that have appeared in the *Commercial Union.*

Mr. Brown has now started a new publication which he has aptly named *Standard Advertising.* The November issue, Vol. I, No. 1, gives promise that it is to be a standard and most useful publication in its very important field. In a broad sense, everything of a useful nature that is published, with intent to influence choice and action, is advertising, whether it be views and news of business, of government, of the industries or of religion, and these have many things in common, but *Standard Advertising* will evidently be devoted to business getting publicity and will only incidentally throw its searchlight on other branches by way of illustration or enforcement. A statement on the first cover page will be of particular interest to most of our readers:

"The most important problem before advertisers is the securing of business and distribution to dealers in the smaller sized communities and rural districts; territories in which 70 per cent of our annual wealth is produced."

In his reasons for the publication the publisher says:

"The time is at hand when advertisers are going to be forced into knowing. The gamble, the chance and the luck must make way for correct analysis, proper presentation and conscientious effort—plain old-fashioned honesty.

The man who has faith in the principles of scientific merchandising must demonstrate his convictions by making some effort of that character.

This is exactly what we propose to do. And the knowledge is to come from many sources."

However, as we have, of late, been considering the composition of advertising, our attention was particularly attracted by statements made and rules laid down, by E. C. Andrews of the Ruxton Printing Ink Company of Chicago, in the first installment of an article on "Color Advertising," but that have to do with character, form and arrangement. Mr. Andrews says:

The end and aim of the reputable advertiser should be first of all the truthful representation of the merits of the goods he is marketing; second, truth should be made attractive. The facts should be stated in such a simple, forceful and consistent manner that the reader not only grasps the meaning but experiences pleasure in granting the reasonableness of the arguments offered. The irrelevant and incongruous must be avoided in the design as well as in the reading matter. Certain facts and objects—the important ones—must be emphasized, while others must be subordinated.

The rhetorical strength of an advertisement depends on a choice of words best adapted to convey your meaning to the class you wish to reach, on using as few words as possible, and in arranging the sentences and paragraphs in the most logical order.. When your copy may be analyzed according to these rules and not found wanting, you have the material for an advertisement. Now comes the work of arrangement according to the rules of design. Whether it is drawn by an artist, or set in type alone, there must be the proper association and relation of lines and areas. Rhetoric and art must combine here.

Correct spacing of an advertisement is not a matter of personal opinion; it rests upon a mathematical relation of the whole space to its subdivisions. Composition in design includes the position, the size and the shape of the objects represented; it is the manner into which a given space is divided. The eye for composition is developed by experimenting, by choosing between one arrangment and another, rather than by applying mathematics. But in the case of rectangles, it is found a pleasing proportion is, roughly, three to five. This is the width the rectangle should be to its height, as the height is to the sum of the width of the rectangle a:b; b:a—b, and if a equals 1, b would equal 1.618. Socrates said that "if arithmetic, mensuration and weighing be taken out of art, that which remains would not be much." What remains is the inspiration, the genius of the artist, but the advertiser often does without an artist because he is unable to find the ideal artist who combines business training with artistic feeling. Advertisers of this class wll find these articles of interest.

In all forms of advertising the space used is generally a rectangle. See that the wdth and height of the rectangle bear a simple ratio to each other—2 to 3, 3 to 4, 4 to 5—if it is not possible to use the ratio 1 to 1.618. If forced to use a square the base should be 3 per cent greater than the vertical side. This 3 per cent is the correction required to make the "square" appear more pleasing, as the eye overestimates vertical distances. In standard magazines the full page, as well as the quarter (the page divided once horizontally and once vertically), approach pleasing proportions. If there is one line more important than the rest of the copy, that line should be tried, at such a position, that the space below is a trifle more than 2¼ times the space above. If there are two important lines, the first should be raised a little above the position just indicated and the second one placed beneath it or at the bottom of the rectangle a little higher from the bottom than the upper line is from the top.

The full page adverisement naturally commands most attention. But in using smaller proportions of a page avoid running the rectangle across the page. It is best always in selecting advertising space to have the base of the rectangle less than its altitude. This rule also applies to general advertising matter.

As soon as the important statement, trade mark, or catch phrase is located in the design, the subordinate facts should be so placed as to obtain "order" in the design. "Order" to the artist includes harmony, balance and rythm. To be harmonious the different parts of the advertisement should have something in common; to be balanced there must be an equilibrium of attractions, or a balancing of one idea against another. To be in rhythm there must be a given direction in which the eyes are led naturally from one point to another

in grasping the advertisement. In painting, or in drawing, the lines should bend, or lead, toward the center of interest. In type composition this is possible only occasionally, but rhythm may often be obtained by adding a decorative element drawn to fit the requirements of the copy.

Over-ornamentation, and using great contrasts of type, are two of the dangers in preparing advertising matter. As features are added we must be sure that they are not taking away from the simplicity of the composition as a whole. The beauty of the balanced advertisement depends more upon the typographical purity and the arrangement of paragraphs and initial letters than on decoration. If it is desirable to use three or four type faces they should conform to the border and to themselves in weight, and should present a gradually increasing scale in size. Analogy, or similarity in size or color, is one of the surest roads to harmony.

There is very much, as we have stated, in these rules governing correct advertising, that applies with equal force to the character and make-up of a newspaper. The aim of a reputable newspaper is first the statement of facts, giving the news, with truthfulness, and next to make the paper attractive—"the direct, simple, forceful and consistent statement of facts, so that the reader not only grasps the meaning but experiences a pleasure." The news is the essential to the paper as are the winning truths to the advertisement, but artistic, pleasing presentation is never to be undervalued.

HELP THE PAPER AND HELP YOURSELF THEREBY.

So much for the advertising mission and performance of this new and worthy publication. Here are some suggestions that all readers of papers devoted to advancing the callings in which they are engaged should consider:

People who appreciate this sort of effort are earnestly requested to supply something more than their subscriptions.

A mighty good publisher once said that his publication was "half edited by its subscribers."

It is earnestly desired that every subscriber of the kind indicated will consider himself or herself an associate editor.

There is no better way to make a trade paper useful than for the readers, belonging to the calling represented, to contribute to its pages, to tell of their experiences, theories and views, as well as of their difficulties; to make inquiries and to answer questions. The more you "talk back" the greater will be your interest and your improvement.

Indifference is the great obstacle with which an editor has to contend in his efforts to advance the knowledge, improve the methods and secure the greater good, efficiency and success of his readers.

IT IS SENATOR LAFAYETTE YOUNG NOW.

EDITOR YOUNG has a reputation, nation wide, as a successful, progressive newspaper publisher, who has ever been ready to lend a hand, or speak a word, for the improvement or betterment of the newspaper calling and all the members thereof, whatever might be their fields of endeavor. His voice has been always gladly heard and his counsels received, heeded and treasured. He has ever been a welcome speaker at the conventions of editors of the rural or home papers in the District associations, by the publishers and business managers of metropolitan

dailies at the business gatherings of the American Newspaper Publishers Association, as well as at the State Press and National Editorial Association meetings, and by the advertising agents, managers and representatives of great advertising interests, at the annual councils of the Associated Advertising Clubs of America.

He served four years as President of the Iowa State Editorial Association, many years ago, and he has never ceased in his activities for the promotion of the Editorial calling from that time to the present. He has broadened with the years, by his work, travel and activities, and through his association with progressive men of his calling, who have more broadly, constantly and directly to deal with all the interests of the people, of the farming communities, of the great commercial and manufacturing centers or cities, with the affairs of the States and of the whole Nation, than have the members of any other calling or of all other callings. Besides, he has taken an active, patriotic part in practical politics and legislation, at the same time building up one of the most successful and representative daily newspapers of his state, under difficulties that would have discouraged or crushed a weaker, less able or persistent man. Through all, he has shown a strength and good cheer that have brought to him multitudes of appreciative friends as well as his great success. Few newspaper men of the United States are so widely and favorably known as is Lafayette Young of the *Daily Capital,* Des Moines, Iowa—his native state. Born in Monroe County, Iowa, in 1848, at eighteen years of age he entered a printing office at the State Capital, and in 1871 he established *The Telegraph,* as a weekly local paper, at Atlantic, in Cass County, and commenced the issue of the daily edition in 1879. He remained a country editor and publisher for nineteen years, in a city of five thousand population, serving, during this period, for twelve years in the State Senate. In 1890 he entered the daily newspaper field at Des Moines, and has made his paper, *The Daily Capital,* one of the most widely circulated and influential papers of the State of Iowa.

He went to the front, during the Spanish American War, as a representative of his paper, while his son, now associated with him on the paper, was serving as a soldier in the ranks. He was at San Juan Hill and afterwards prepared a popular lecture on the battle that he has frequently delivered to appreciative audiences in different parts of his State.

He is known throughout the country as an able, eloquent, entertaining and instructive speaker. He placed Theodore Roosevelt in nomination for the office of Vice President of the United States before the National Republican Convention in Philadelphia in a fitting and winning address and has since been widely recognized as one of the leaders in National Politics, friendly to the administration but in sympathy with the people. He is in the full vigor of an active life, fitted by his broad information, experience and sympathies for that wisdom in counsel that should characterize a Senator of the United States, and we believe that the Governor of Iowa should wisdom in selecting him for that position and that he will take a position in harmony with the broad, progressive sentiment of the times. No other appointment would have been more grateful to, or been a greater recognition of, the calling which he has followed with such loyalty and signal success. *The National Printer-Journalist* congratulates Senator Young, the State of Iowa and the Nation on his appointment and in this believes that an expression is given of the feelings of its readers, the newspaper makers of every rank in every State of the Union. He has been a subscriber to and a reader of this paper for twenty years and we feel that we have a right to be proud and to speak freely of his attainments as a member of the NATIONAL PRINTER-JOURNALIST'S ever-progressive, newspaper family.

CONGRESSMAN ASHBROOK'S SPLENDID RECORD,

Faith in His Honesty, Integrity and Ability

MEMBERS of the National Editorial Association, among whom he made thousands of friends during the years of his service as Corresponding Secretary, have had reason for gratification over the record made by Hon. Wm. A. Ashbrook, since he entered political life. He has shown the same zeal and activity since entering Congress as he manifested in the performance of his duties as an officer of the Association, and as editor and publisher of his home paper at Johnstown, Ohio. It would be a good thing for the country if all representatives and public officers looked upon their positions as opportunities for zealous work, instead of places of ease and for the display of assumed gravity, distinction, greatness and dignity.

The Newark, Ohio, *Daily Advocate* of November 12th gave the following record of Hon. W. A. Ashbrook's remarkable activity and growth in popular esteem:

It is with pride and satisfaction that the Advocate presents some figures and facts showing the strength and growing popularity of our Congressman. This paper has been his consistent advocate from the start and that he has made good and gained the confidence of the people in this district is attested by his magnificent majority on November 8th, and is conclusive proof that the Advocate was not mistaken in the man.

All records were broken in this county and district two years ago on the 8th inst., by his polling a greater vote each time than any other candidate on the ticket.

While his greatest strength is with the old veterans, for whom he has been a successful advocate and friend, yet hundreds of Republicans who are not soldiers are his enthusiastic supporters, having faith in his honesty, integrity and ability to represent and promote their best interests at all times.

He resigned his seat in the state legislature to accept the nomination for congress in 1906, having been nominated after a three-days' struggle in one of the most strenuous conventions ever held in the district.

The Seventeenth district was then represented by Judge Smyser (Rep.) who was elected in 1904 by a plurality of 2276. After a hard fought campaign Mr. Ashbrook redeemed the district by the narrow margin of 485 majority. The vote in 1906 showed Mr. Ashbrook's plurality, 485.

In 1908 Mr. Ashbrook made a most remakable run as shown by the following figures, giving the pluralities at that election:

	Bryan	Harmon	Ashbrook
Coshocton	500	784	1164
Tuscarawas	58	819	822
Holmes	1791	1555	1826
Wayne	980	483	774
Licking	929	1608	2787
Totals	4258	5249	7373

Bryan's plurality in District....4258
Harmon's plurality in District....5249
Ashbrook's plurality in District....7373

Total vote cast in District....51933

Notwithstanding that precedent had made this a two-term district, Mr. Ashbrook was renominated at a primary election last May for a third term, without opposition, and the result of the election this year shows that the people believe long service means better service.

These are the record breaking pluralities of November 8:

	Harmon	Ashbrook
Coshocton	1112	1452
Holmes	1780	1909
Wayne	1776	1921
Licking	2373	3016
Tuscarawas	2070	2636

Harmon's plurality in district, 9,111.

Ashbrook's plurality in district 10,934.

The splendid vote given Congressman William A. Ashbrook in his own county, being a plurality of 3,016 votes, is a magnificent tribute to his worth as a public official.

In Mr. Ashbrook's home, Johnstown, he received 340 votes and his opponent, Gen. A. B. Critchfield, 99.

Congressman Ashbrook is being overwhelmed with telegrams and letters of congratulations from all over the state and nation.

The placing of Congressman Ashbrook's popularity, among his constituents of both parties, on the high grounds of "faith in his honesty, integrity, and ability to represent and promote their best interests at all times," as does the *Advocate*, is certainly most gratifying to his many friends. It is something, most unfortunately, that can be said of too few congressmen, though we believe that there is an improvement, of late, for which there was room and need. Honest voters, very frequently, have been compelled to admit, that nominations and elections have been won and

positions have been retained, through combinations manipulated by political bosses, and through pledged services, or implied obligations for favors accepted, to rings and interests—bargains corruptly made and corruptly carried out. Voters have not been blameless, but, many times, they have had no choice in the matter, for the organizations have been too strong and adroit to be overcome, and the members of each party have had no other choice than to vote for the men dictated to them by the bosses, and closely formed, always existing, ever active combines, acting with mutual understanding.

The independent men in politics, like the independent newspapers, have grown in numbers and strength and are winning more worthy and more permanent success. "He who would wear the spurs should win them" for himself, and show his ability honorably to wear them. There is no honor in holding a public

Hon. William A. Ashbrook

position through servitude to others than to all the people to whom service always belongs. There has been and there is nothing else quite so demoralizing, destructive of manliness and good citizenship as that of holding public position through corrupt bargains, servitude or graft. It would have been better for many young men, and vastly better for the country, if they had been shot early in their careers, than to have succeeded and continued in public life by corrupt methods. Sooner or later, they must lose and then their lives become disgraceful, humiliating failures. We have all known such shipwrecked political pirates, with all their ideals of life distorted, unfitted for any honorable vocation, dishonest, vain, selfish—feeling that they have been wronged by the political princes of evil, whom they have corruptly and too loyally served and, someway, thinking that the government owes them a living and honor, without any return on their part—they have become derelicts on the sea of life, useless to themselves and their natural dependents, and a menace to good citizenship. Had they served the people honestly and loyally, as they have corruptly served the political corruptionists, bosses and interests, they would not have found themselves deserted in the hour of their need for they would then have had left to them their honor, their natural powers, trained through their useful activities, their faith, energies and abilities, with which to have won positions and success among honorable men in the useful vocations of life.

Editor of University Missourian

Joseph E. Chasnoff, of Sedalia, Missouri, has been chosen Managing Editor of the University Missourian, daily afternoon newspaper published by the students of the School of Journalism of the University of Missouri. Mr. Chasnoff is a senior in Journalism and will be graduated next June. The University Missourian is controlled

Joseph E. Chasnoff

by a board of nine directors elected annually by the students from their own number. This board selects the managing editor. Mr. Chasnoff succeeds Gordon Fisher, who was accidently drowned last summer while boating on the White River in Southern Missouri.

Each year more women enroll as students in the School of Journalism of the University of Missouri. During the current year twelve young women are students in the school out of a total enrollment of more than one hundred. This number is twice as many as the number of women enrolled last year. The women students are: Misses Amy Valentine Armstrong, St. Louis, Mo.; Marjorie Caroline Ashe, Kansas City, Mo.; Ilena Bailey, Columbia, Mo.; Mabel Couch, Parkville, Mo.; Helen Hammond, Springfield, Mo.; Dottie Hewitt, Mt. Washington, Mo.; Mary Alice Hudson, Buckner, Mo.; Heloise Berenice Kennedy, Denver, Colo.; Florence LaTurno, Belleville Ill.; Justine Rhea Lopp, Joplin, Mo.; Etna McCormick, Richmond, Mo.; Rosaie Mellette, Muskogee, Oklahoma.

More Work Through Publicity.

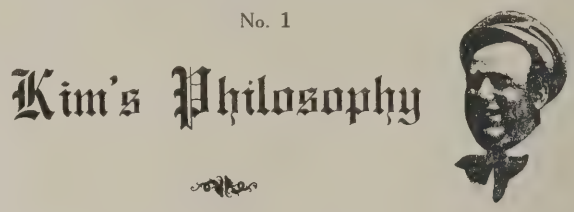
DOES Advertising Pay?" and what kind, perplexes many a printer. There are printing firms today who have grown from the small one-man, one-press plant to the large complete printing establishment and probably never spent but a small sum in advertising. There are others who have invested a great deal of money in the advertising game, and, not noticing any material difference in the volume of business, have let it drop off gradually, till it has become a thing of the past. But how long can the volume of business remain the same with the up-to-the-minute and competitive printer continually banging away with his publicity matter always of a live nature? It may not be noticeable at the present, but it will show itself in time. Advertising does pay, and pays handsome. In a booklet recently received entitled "Building and Advertising a Printing Business" and an article written by Herbert H. Stalker, I have found some pretty good statements well worth meditating over. He says, "I took to advertising for two good reasons: First, I believed in it, and second, I was too timid to solicit. I steadily followed the policy adopted in the beginning for the entire period I was in business. Never a month rolled around, no matter how busy, that customers and sought for customers did not receive a reminder that the progressive printer wanted their business, and a good reason always went with it. Seven months passed before I made an impression worth noting. But I never wavered. I spent money for advertising that properly should have gone to the landlady. But, in the end it paid. She never lost a cent and I made money."

This shows the value of good advertising. It is consistent with good business sense. The first collection that comes to my attention this month is from the Clinic Publishing Company, Ravenswood, Chicago, "The Plant of Perfect Printing." It is a handsome bunch of publicity matter. A booklet printed in buff tint and black on high-finished white coated is perfection in itself. It contains halftones of the various departments of the plant with a small amount of wording to each page nicely arranged. The cover on black stock, with the simple phrase, "Quality Service" in red, bears out the subject matter throughout the following pages. Nothing is stinted and it commands business from the recipient.

"Kim's Philosophy," a single sheet, printed in green and red on deckled Strathmore, is good. Every paragraph is worth the reading. Kim's broad smile is an immediate introduction. It's the smile that "doesn't wear off" and makes good with the customer.

A four-page folder "Come with Me for a 3-Minute Trip through a Model Printing Plant" is also shown (first page). It's a pictorial trip from start to finish. Mr. Kimball realizes the value of time in up-to-date methods and machinery. "Now labor-saving is important" is a statement he makes which is well borne out by the equipment the plant contains and also by his way of doing business.

No. 1



You can't saw wood with a hammer.

A knock is a boomerang.

My business is my Recreation—my Pleasure—and my cup is full to overflowing.

Every time you take a step, go up, not down. If you can't jump ten steps, jump one—but Jump

The man who overbets his hand is better than the man who is bluffed out. He makes a fight and stands a show to win.

Life is a big wheel of fortune. Grab the first pile of reds that comes along. It may be a long time before another comes your way.

Come with me for a 3-minute trip through a model Printing Plant
it will prove to be a most interesting, money-saving trip. I am proud of my plant.
¶ Thirty years ago wher I started to learn the printing business in a newspaper office in the Dakotas, I looked over the type founder's catalog and thought of the time to come when I would have a printing plant with everything in it that I wanted. I HAVE THAT PLANT NOW. As a result I save you money and turn out better work than you can get elsewhere. Why? Because I have a model plant—not the largest, but only as large as it can be and have PERSONAL ATTENTION GIVEN TO EACH CUSTOMER.
¶ It is a new plant. Fire wiped out the place five years ago. Replacement of type and machinery means newest and best. You want new type. Recent faces are full of snap and selling force. They go older faces one better every time. It costs you no more to have the new type I have than it does to have the old type competing printers have.
Now labor-saving is important
¶ I have a gatherer and collater and stitcher which elimates hand-work for that part of the process. Printing the big jobs I do, the magazines and price lists and things, it enables me to dispense with scores of people who used to do this work and do it now in other plants most everywhere, even the biggest in Chicago.
¶ The machinery is all the latest ideas of labor-saving and work-perfecting—linotypes, monotypes, folders, stitchers, trimmers, pasters, presses—everything. All I get in improvements I throw into the balance that tips in my favor as to quality, as to speed in turning out work and as to prices.
I Guarantee Satisfaction
I guarantee full complete satisfaction on every piece of work I turn out or the whole job goes to the scrap pile, and I do it over. There will be no bother, no trouble, no long drawn out argument, I will simply scrap the whole job and do it over entirely at my own expense and trouble.
Further than this I Guarantee to Deliver Your Job on the Date Promised

No. 2

A neat little booklet, with cover and envelope in mixed gray, bearing the title, "The Game," is a dandy. The cover is printed in silver bronze and embossed, and the booklet is tied with white cord. The subject matter is "Advertising," by Hugh Chalmers. Still another pamphlet, "A Booklet on Booklets" is a business getter. On the inside appears Mr. Kimball's

Warde Words

THIS IS NOT SECOND CLASS MATTER

Vol. I OCTOBER, 1910 No. 1

TO YOU

THIS isn't a new magazine We are not aiming at Mr. Munsey's place But like him we are hatching an idea Ten years ago we started to send out little detached arguments in favor of our Printing Establishment. We believe in advertising, as you and every other sane man does today. We drew to ourselves a lot of good customers by first doing good work and then telling people about it.

Today we have more to say than ever before and "Warde's Words" is going to be the monthly medium for delivering ideas from our desk to yours. Emerson mentions the eternal duality of things· you can't imagine a sheet of paper without imagining its two sides: one is absolutely essential to the other. And while "Warde's Words" seems to be printed with only one side to it, and that our side, yet your side is just as certainly there

If we run a better printing house today than we did yesterday you have a better chance to get good work. The more work you turn our way the better we work for you—we are working for you while working for ourselves.

Like all other big successful organizations we have a cost department. We know what we are doing and we don't work for nothing just to get our imprint on an order. We insure ourselves by asking a rational profit for our work, and in doing so we insure your work too. Our business won't go to its own funeral some day when it should be delivering a big low price order. Such funerals there will be as long as printers are not as careful of their operations as you are of yours.

No. 3

full figure with the same smile, printed in sepia double tone and tipped on. There is no time lost in perusing advertising matter sent out from this house. Every word counts.

From Davis & Warde, The Warde Press, Pittsburg, Pa., comes some good things. "Warde's Words"

IN the game ov Life as in the game ov Kards, we must play what is dealt tew us, and the glory konsists not so much in winning as in playing a poor hand well

JOSH BILLINGS

DAVIS & WARDE PRINTERS PITTSBURG

No. 4

is a printing house organ full of good stuff. I notice the statement under the heading, "This is not second-class matter," and you may rest assured it is not.

A blotter form, with one of Josh Billings' quotations, is advertising that catches the eye and proves useful to the recipient. It is well printed.

The cost system is a thing to be well considered. Printers are waking up to this fact with a jolt. Some have always had something of this nature, but many a country printer has never realized what actual cost is. (Some city printers, too.) From the United Typothetæ

Next year money and time will be plentier—

then next year—and next year

Did you ever consider your value to yourself and your family as a machine?

Why not figure overhead charges, depreciation, etc., on yourself and see how you come out·

As a basis for figuring, it would be very low to take $50,000 as the value of a man to his family Five per cent. on that amount is $2,500 per annum which is a ridiculous figure for any man capable of carrying on a successful printing business

Counting from the time when a man becomes something more than self-sustaining, he has an average of 20 years of productiveness

Depreciation on machinery is figured so as to replace it when worn out, or superseded by more modern and economical tools

To replace the value of a $50,000 man in 20 years, would require that 5 per cent or $2,500 be taken out of the business every year and put into savings bank or some safe investment

He must take out at least this much per year, before he can reckon that he has made any real profit. He must reckon in this depreciation on himself, just as he figures in the depreciation on his mechanical plant

And he must get his profit on top of all depreciation, both human and mechanical

I hear men speak of what they "made" last year, but what I want to know is, how

No. 5

of America comes a booklet, "Do You Take Real Money Out of Your Business," telling us a great many things we didn't think of. Every printer ought to get a copy. 'Twill do him good.

Griffith-Stillings Press, Boston, Mass., always have something rich in the advertising line. They are firm believers in publicity. This time it is blotters. It is an old--time way of advertising, but it counts. Never

THE MERE WORDING OF YOUR ADVERTISING LITERATURE WILL NOT SELL GOODS

Griffith-Stillings Press 368 Congress Street Boston

¶ Nine-tenths per cent is in the printing. The type matter must be handled intelligently as to harmony, contrast, balance, spacing, color and other features that make good composition. There must be perfect press and bindery work Get these and you will have printed matter that will attract and hold attention. What is the use of going up hill or down hill for your printing when you can find a print-shop which is on the level?

Producers of High Grade Catalogs Booklets and Advertising Literature

No. 6

saw the time yet when a few blotters didn't come in handy, and one stops to look at them occasionally when using them. The one I show speaks for itself and contains a whole lot of truth.

The October *American Bulletin,* the house organ of the American Type Founders, is a fine issue containing some convincing articles worth reading. "What Profits Really Mean" is worth the time to read. Another, "Opportunity of Country Publishers" is a good one. The International Cost Congress is reported in full. This sheet always has a good amount of reading matter that is a great help to the printer in his advertising matter.

A Christmas Newspaper Number From New Zealand

ON several previous years, we have had occasion to make note of the superb Christmas issue of the *Weekly Press* of Christchurch (a city of some forty thousand population), New Zealand. This year the publishers have surpassed, in artistic and typographical beauty and finish, all previous efforts. The paper used is, in itself, superb. We do not believe that the like is manufactured in America. It is light weight, white enameled stock of a perfect, smooth, velvety finish. We presume that it is of German make—a country that has the time and wisdom to take infinite pains and to teach practical and applied science and scientific methods and systems in its well sustained and numerous manual training, industrial and trade schools.

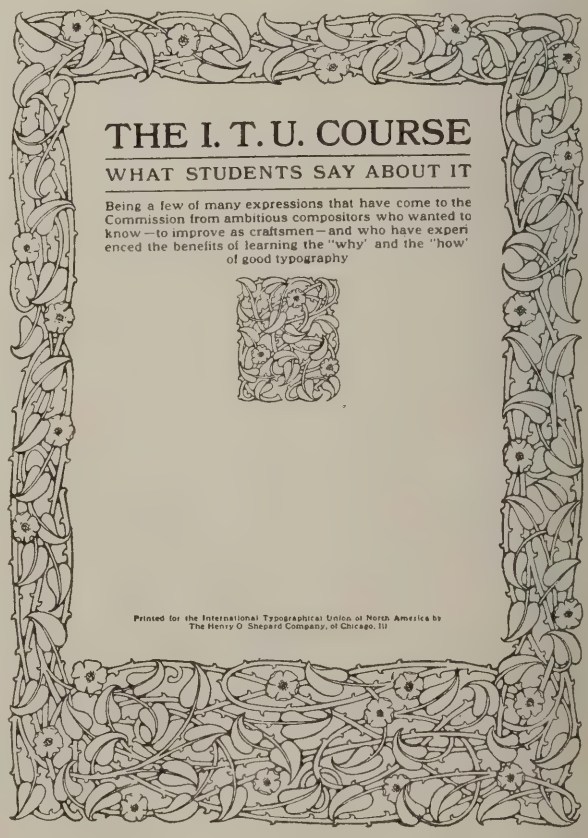
Then the photographs, from which are made halftones, with which this number is copiously illustrated, must have been of the highest artistic quality. For the most perfect photographs, proper or favorable light and atmospheric conditions are required, and it is probable that these conditions are better adapted to perfect photography in New Zealand than are found in most parts of America, though the atmospheric conditions in the Rocky Mountain Regions of Colorado, and other States, have afforded splendid results. It may be, too, that photography, in a land offering such wonderful subjects and opportunities, has been followed with greater zeal and been carried to greater perfection as a real art there than here. The engravings show equal perfection. There has evidently been the highest skill and careful workmanship in the production of the plates—the care in etching and the patient, expert tooling have produced effects that approach absolute perfection and add the touch of art to the enchanting beauty or picturesqueness of the subjects or natural views presented. Then, the ink manufacturers have done their full duty, have mixed their colors with their brains and furnished to the pressmen inks that cover the printed surface with an evenness, a brightness and naturalness that carries the illusion that one is looking at the objects portrayed rather than at the pictures thereof. There can be nothing to surpass the perfection and beauty of the illustrations, except the most perfect lithography or oil paintings by the very best artists. The natural scenery views are especially pleasing. There is a picture of "A Bank of Ferns," seemingly most difficult of reproduction, that seems to rival the exquisite delicacy of the natural plants. The sky and land and water views are probably the most strikingly real—the ripples on the water, the gray and blue, and mingled tints of the sky, and the dark bodies of the Nimbus clouds, with their dark contour, their light-reflecting edges, and the fleecy white sirrus clouds, and the stratus below are shown in their varied shapes and shadings. The study of the pictures of the natives, in all their picturesqueness, that especially aids to striking, pleasing illustration; of the cattle and sheep; of the forest scenes and waterfalls; of the flora and fauna in general; and of the bright intelligent people in their homes, or engaged in rural pursuits, or enjoying automobile rides or other pleasures is a constant delight.

The Globe Engraving and Electrotyping Company, of Chicago, has produced for our pages, this month, a portrait of a New Zealand Christmas girl in a snowstorm. This is a halftone from a halftone, and is very nearly, if not quite, up to the original, as will be shown, if our pressmen rise to the occasion, and there is enough of joy and beauty shown, to thrill the heart of an American boy, near seventy years young.

This Christmas issue is largely a story paper, beginning with "A Tale of the Ancient Maori" (the original New Zealand people), followed by "A Merry Christ (of Sorts). But quite a Happy New Year," with other stories for grown-ups and children. The advertising is equally attractive with the rest of the paper. Occupying a large advertising space, are steamship companies, automobile manufacturers and dealers, pleasure resorts, hotels, "Mellin's Food," "Singer Machines" and the store of the New Zealand Farmers' Co-Operative Association, dealing in dress silks, taccores, muslins, laces, neck wear, sunshades," and nearly everything else required by people of enlightenment, highest civilization, refinement and wealth, in this Twentieth Century of the Christian Era, whether in far away New Zealand, or in Berlin, Paris, London, New York, Chicago, or any any other cities or countries of America or Europe, where Christmas is known and observed.

Necessity of Technical Education.

Trade education is essential. Technical knowledge must be had with practical experience in order to advance one's self in this world. A booklet, "What the Students Say About It" on the I. T. U. Printing


THE I. T. U. COURSE
WHAT STUDENTS SAY ABOUT IT
Being a few of many expressions that have come to the Commission from ambitious compositors who wanted to know—to improve as craftsmen—and who have experienced the benefits of learning the "why" and the "how" of good typography
Printed for the International Typographical Union of North America by The Henry O. Shepard Company, of Chicago, Ill.

Course bears out this statement. It is printed throughout on antique finish paper, cover in gold and embossed, and the inside printed in black and embellished with handsome initials and ornaments in red ink. Its the kind of advertising literature the printer-student likes to receive and causes him to become interested in. This is the title page.

From Christchurch, N. Z., News

A NEW ZEALAND CHRISTMAS GIRL

Halftone from halftone print by the Globe Engraving and Electrotype Company, Chicago, Ill.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IT is really like a rest for me every month to write this department of Newspaper Criticisms for the NATIONAL PRINTER-JOURNALIST — to break away from the cramped and limited writing of my weekly newspaper "copy" and plunge into the free and unfettered, Bohemian-like style which I claim as my license in these columns. Sometimes, when I have occasion to refer to a back installment of this stuff, I am momentarily shocked with a sense that in this department I become a sort of literary libertine, who writes without fear or favor and asks odds of no one. Liberty, literary liberty especially, may have its dangers; but it also has its pleasures, I can assure you. You can all appreciate just how it is: In writing anything for our own papers, we editors must of necessity think twice before we commit our thots on any subject to paper—or, at least, before we place our thots in the shape of "copy" before the compositors; we are all more or less the slaves or subjects of society, of political bosses, of local capitalists, business men, churches, saloons, and one and all of the various individuals and clicks and classes upon whom we as newspaper-makers depend for our existence. The hundreds of us know full well the truth of these sage words from Richard Wright Kauffman, that "often right, public opinion, which we Americans worship, is just as often wrong," yet few there are among us, indeed, who dare to write (much less print) anything the leastwise out of alignment with that revered modern deity. We daren't say this, because so and so may stop their papers; we daren't say that, because so and so may take their ads out; we daren't say that, because so and so may foreclose their mortgage; we daren't say this, because we may not get that job of county printing, and so on it goes, until when we have sifted down what we may safely say without monetary loss, we find ourselves confined to the most commonplace thot and story. It is only when one of us, fretting under these heavy chains of law and ethics, breaks ruthlessly away from the beaten trail and trods on new turf, that something original is written, a new mark is made in the world of letters and a new name emblazoned on the glorious records of literature. Therefore, brethren, I would admonish all of you to strive after a little more editorial freedom; don't shirk so often saying something when you know you are right; jolt the public's false modesty occasionally, just to let 'em know you're on; prick them once in a while with the point of your wisdom and let them sometimes feel the keen edge of truth; for, remember, as Mr. Kauffman says further: "When you have defied popular folly in little things you will be strong enough to defy popular oppression in the things that are wide and deep. When you have set the dictates of your own conscience above the fickle praise of your neighbors you will be able to set the welfare of man above the rewards of men. And if you are afraid that such a course will cost you your living, you may be sure that you are not very well worth keeping alive." And hence my libertinism in the writing of these criticisms, such as they are, without which I know they would hardly be acceptable to you, nor of benefit, nor of satisfaction to me.

OKANOGAN, WASH., October 22, 1910.

MY DEAR MR. COPPER:—After a silence of just about a year, I venture to send you a copy of a newspaper for criticism once again. Under separate cover this date I mailed you a copy of the Okanogan *Independent,* and I would call your attention to the ads of Collins & Hargrove (page 1), Okanogan Mercantile Company (page 2), Leonard Bragg (page 3), City News Depot (page 4), The Pastime (page 4), and Elgin Nelson & Co. (page 4). All of these are my handiwork. In the October issue of the NATIONAL PRINTER-JOURNALIST I noticed a statement from your pen bemoaning the fact that a certain printer who sent you a paper for criticism had no judgment in using the best face of type ever made—Cheltenham. In the *Independent,* you will notice that Cheltenham, straight and boldface, is our mainstay in this office. I agree with you that it is one of the best faces—in fact, *the* best face ever made by a founder. We use it extensively here in ads and job work—straight, Italic and Boldface. In passing, I wish to state that I am the same J. A. Bristol who formerly held forth on the *Argus* in Riverside, this State, and who a little over a year since received some flattering comment from you on ad composition. By the way, what opinion have you to express on the advertising patronage of the *Independent?* Pretty good, isn't it? It runs as heavy as in the copy submitted by this mail all the year, and frequently the shop prints six pages to accommodate the rush. Okanogan is known in this frontier county as "The Town That Does Things," and it lives up to the name in every particular. The burg has a population of 750, and is but 5 years old—but Okanogan is a sure winner.

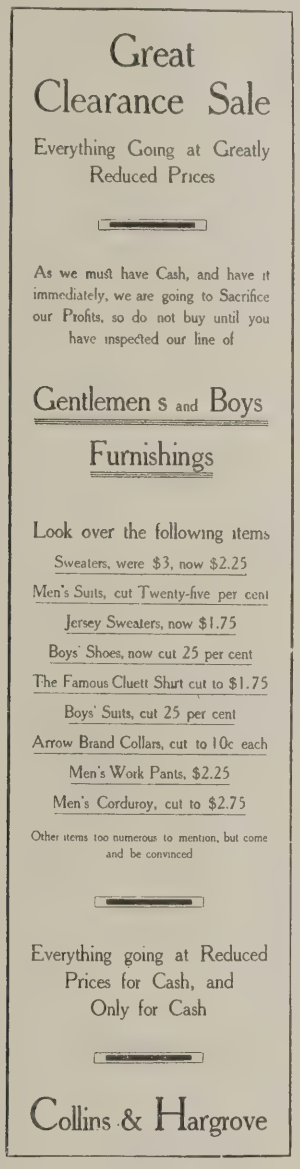
I am a regular subscriber to the National Printer-Journalist, have been for years, and if you see fit to reproduce any of the ads mentioned, with your able criticism attending, I will be pleased. Never mind, Mr. Copper, I will take any criticism, adverse or favorable, in the spirit you intend to convey for the betterment of craftsmanship, and you may ever count me among your friends in the future as you have in the past.

With best wishes, and hoping that your shadow may never grow less.

Yours,
J. A. Bristol.

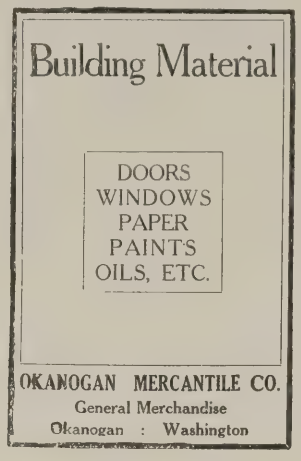
The Okanogan *Independent,* in the main, is a paper that would do credit to a bigger town than Okanogan. It is an all home-printed sheet, with neat typography

and good press work on every page. Everthing about it bespeaks good taste and progressiveness. The news-service is purely local and as such is excellent and thorough. The editorial work pertains in text to local topics and is high grade both in character and wording. In the issue before me one of the leading articles is neatly illustrated, showing the estimable capacity of the force for meeting news emergencies. With


Great
Clearance Sale
Everything Going at Greatly Reduced Prices
As we must have Cash, and have it immediately, we are going to Sacrifice our Profits, so do not buy until you have inspected our line of
Gentlemen s and Boys Furnishings
Look over the following items
Sweaters, were $3, now $2.25
Men's Suits, cut Twenty-five per cent
Jersey Sweaters, now $1.75
Boys' Shoes, now cut 25 per cent
The Famous Cluett Shirt cut to $1.75
Boys' Suits, cut 25 per cent
Arrow Brand Collars, cut to 10c each
Men's Work Pants, $2.25
Men's Corduroy, cut to $2.75
Other items too numerous to mention, but come and be convinced
Everything going at Reduced Prices for Cash, and Only for Cash
Collins & Hargrove

No. 1

reference to the advertisements to which Brother Bristol has called my particular attention in the foregoing letter, I find in the first example mentioned, that, while the general work is neat and the type well massed, there has been a deplorable tendency to the employment of superfluous underscoring. I have repeatedly cautioned against the use of underscores, since the best modern judges of printing—and especially of advertisement printing—are fast becoming agreed that this practice borrowed from the chirographer, depreciates rather than enhances the strength of a line of printed type. In the art of chirography a straight line drawn under a word or a number of words does serve as special emphasis, but the same process transferred to the more pronounced stiffness of cold type, works contrary to the purpose intended. Brother Bristol will kindly take notice, too, that the nonpareil rules enclosed in the one-point boxes—however intricately and pleasingly executed—make an entirely too black and imposing means of ornamentation for use in connection with the modest and dainty Cheltenham. The Okanogan Mercantile Company example is very attractive in its dignified simplicity, and the Leonard



No. 2

STOVES
A FULL CARLOAD
The largest line of Stoves in Okanogan to select from. We have anything you want, either HEATERS, RANGES OR COOK STOVES. We do not charge for delivery or setting up. Satisfaction Guaranteed.
Leonard Bragg
Has It For Less

No. 3

Bragg ad is also very pleasing; but in this example, I should have preferred the body enclosed in a panel of a single one-point rule, which would have completed the antique squared effect. The other specimens mentioned are less remarkable. The chief feature in Mr. Britol's work is the high degree of simplicity maintained, the careful spacing and tasteful distribution of white space. (Exhibits 1, 2, and 3.)

Stockton, Ill., Oct. 19, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—In the October National Printer-Journalist, we read your criticism of the *News*, and feel highly elated over the article. We have adopted your method of setting heads, and I am inclosing you a copy of this week's *News* for your inspection.

I am also sending you a half-page ad, which I set while working in Freeport and would appreciate it if you will condescend to criticise it in the *Journalist*.

Yours very truly,
Ray M. Scotchbrook.

In exhibit 4 the reader may see what a very neat and pleasing aspect is presented in the *News'* front page today. The reduction of the single-line heads from caps to caps and lower case is a marked improvement. I would now advise the omission of the period at the ends of these lines; punctuation of such lines is not only superfluous but obsolete. I think, further, that the introduction of a cap key-line between the two inverted pyramid decks of the double-story heads is advisable. However, in point of a fine, clean front page, there are few country weeklies that can measure much above this specimen of the present, and I congratulate the Scotchbrooks upon the great success of their efforts—not only in the direction of making a good front page, but in making a good newspaper, to which end such an excellent front page as this goes a long ways. Generally speaking, Brother Ray Scotchbrook's half-page advertisement specimen is pretty creditable (exhibit5) but I have several objections to make; In the first place, it strikes me that the signature is a trifle coarse; it would have been much better somewhat reduced in size of face and inclosed in a box-panel, thus re-

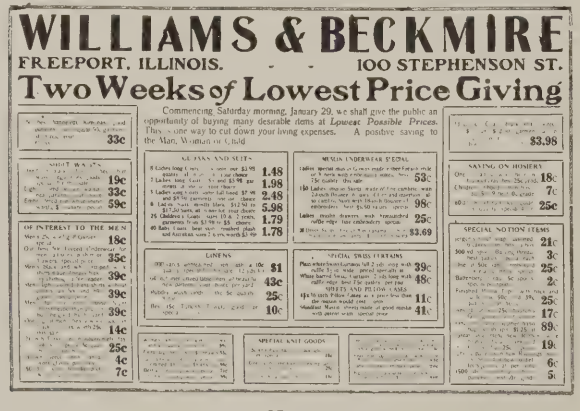
ceiving the proper seggregation from the ad proper following. The ad is quite cleverly laid out, but, do you know, I'm getting so that I cannot tolerate two-

The Stockton News.

STOCKTON, ILL., WEDNESDAY, OCTOBER 19, 1910

No. 4

point rule for profuse use in panels in an ad. One point rule is the only thing—and I like one-point better than the hair-line. I don't like to see panels quite so widely separated as these are in this specimen; but I must congratulate the compositor of this ad on his


WILLIAMS & BECKMIRE

FREEPORT, ILLINOIS. - - 100 STEPHENSON ST.

Two Weeks of Lowest Price Giving

No. 5

excellent taste and judgment in having his space between panels as uniform in width as it was possible to make them. In passing it behooves me to say that, technically, this ad is considerably above similar ex-examples to be met with in the modern press.

PRAIRIE CITY, IA., Oct. 24, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

MY DEAR SIR:—I sent you a few days ago a large package of copies of the Prairie City *News*. I could have picked out two or three and made a better showing, but preferred to give you a better idea by sending a number of issues.

We want your opinion of the paper. We know what some of your objections will be. One thing you will not like is the ads on the first page. There was a time when I would have went out of the business rather than have placed ads on my first page, but I have gotten over that foolishness, of course I would not think of filling the first page with ads as some do but think it all right to put two or three there, such as bank ads which have occupied that position in this paper for a number of years.

You will notice that when we have the business to warrant it we print all at home, other weeks we use the ready print.

The ads in this paper are all set by Richard Randall, a young man of about twenty, besides the ads he sets all the job work, which is no small task as this office prints more sale bills than any other office in Iowa, regardless of size, and in addition to that he sets practically all the straight matter. I rustle the ads, the news and do the make-up work and all the press work.

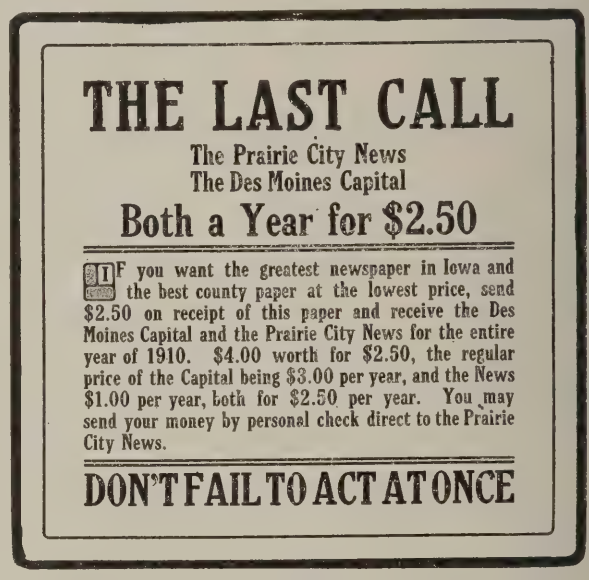
Your records will show that you have criticised papers owned by me as follows; Tri County *Press,* Bussey, Ia., *Press and Review* at Thief River Falls, Minn.

I would rather you wouldn't use this letter in reviewing this paper in your department.

Thanking you for your honest opinions, be they good or bad, I am, Yours truly,

D. A. MCDONALD.

Those of you who have had the patience to read the introduction to this installment of Newspaper Criticisms will understand how I have had the audacity to quote the foregoing letter in face of the fact, as expressed therein, that its author "would rather I wouldn't." Now, why I am doing so is very simple matter: I rather would. But, don't get the wrong im-


THE LAST CALL

The Prairie City News
The Des Moines Capital

Both a Year for $2.50

IF you want the greatest newspaper in Iowa and the best county paper at the lowest price, send $2.50 on receipt of this paper and receive the Des Moines Capital and the Prairie City News for the entire year of 1910. $4.00 worth for $2.50, the regular price of the Capital being $3.00 per year, and the News $1.00 per year, both for $2.50 per year. You may send your money by personal check direct to the Prairie City News.

DON'T FAIL TO ACT AT ONCE

No. 6

pression; I don't mean that I take liberties here regardless of common courtesy, simply because I feel no personal responsibilities regarding the NATIONAL PRINTER JOURNALISTS' circulation and general welfare; but, quite on the contrary, I very much desire to do nothing that will injure either. The quotation of all these letters is not only habitual with me, but very essential, inasmuch as that saves me a lot of explanatory writing, and brings me to the point of criticism with less introduction and with greater comprehension. With reference to this contribution, I cannot for the life of me see what a man wants to waste stamps and time sending me samples of his paper for review when he can so accurately anticipate just what that review is going to be and gives me such a clear estimate of my "foolishness," as he is pleased to term the ideas I have so long championed in these

columns of this magazine. Mr. McDonald is a very able (and I judge) a very successful newspaper man.

Just One More Week and Our 20 Per Cent. Discount Sale Closes

Our sale has been a great success, but we have several lots left of very desirable clothing and a splendid selection of Men's, Ladies' Misses', and children's oxfords, also a good assortment of Men's and Boys' hats and shirts. Don't fail to benefit by this sale; it will save you money. Just eight more days and the discount sale closes

D. Kramer and Co.

No. 7

A paper with which he has anything to do is always bright, snappy and very much alive, with something in each issue to keep the readers guessing. The Prairie City *News* is all of that and more. The contents are dandy, the editorial work excellent, the typography right up-to-date and the impression fine. Every week's issue has some delightful change in makeup of the initial page that surely must interest and attract the reader. For instance, one week a special and more or less ornamental electro will appear across the top; another week a pargraph of town-boosting will be stretched across the page top

Early Spring Suggestions

THE promise of an early spring will make an unusual demand for Oxfords. We have made every preparation to show the people that we mean to provide them with stylish low shoes of the snappiest designs. We have them in all the leathers, such as kid, patent leather, tans and gun metal. Gun metal leathers will be in the lead. Our prices will range from $1.50 to $3.50 a pair. We invite you to see our line and will see to it that you get the correct things.

D. Kramer & Co.

No. 8

Our Horse Bills Will Get the Business

WE are prepared to do all kinds of horse printing, and now is the time to have it done so that you will have it just when you need it. It costs you no more than it will later in the season. Send or bring us your order. Address

The Prairie City News

No. 9

in red, and so on, with never-ending enterprise and interest. The Easter number was printed on pink stock. The advertisement composition is grand, as a rule, and I shall have to make several selections for reproduction herewith. (Exhibits 6-7-8-9-10-11-12 13-14.) These I think will be enough to prove that Mr. Randall as an ad compositor is a real artist, with an unimpeachable taste and the rare ability to set type with feeling. In my judgement, although he is but twenty, he knows more today about good ad-typography than some—yes many—printers will ever know, though they live to be ninety-nine. Judging, too, from what Brother McDonald says as to the amount of work Mr. Randall does besides the composition of these ads, the latter must be something of a "swift," in spite of the high character of his work. But after all, I can't understand why Brother Mc Donald will persist in running those display advertisements on his otherwise delightful front page, so much to its detriment. It is the more puzzling to me because of the fact as confessed that he once appreciated the advantages and full beauty of a clean front page. Of course, I know how easy it is for human taste to degrade or degenerate, once the downward course is taken; and I suppose that one can sink in

time to such depths that, looking back upon his former heights of fastidiousness, he can even consider it foolishness. As yet, Brother McDonald says he has not reached that stage where he could bring

REMOVAL SALE
I will be moving to my new location on the corner within a short time and desire to reduce my stock as much as possible and will offer
Special Prices on Everything in Store
This is the time of year when house cleaning brings to light that many little articles of furniture are needed in nearly every home. This will be your opportunity to supply your need at a reduced price. Help yourself to furniture and house furnishings, and at the same time help us to move by reducing the stock.
THOMAS FURNITURE STORE

No. 10

himself to fill his first page up entirely with ads, as some do—but in time his taste may reach that level of degredation, too—and then he will look back and think how foolish he was to resist the temptation to do so in 1910. I am beginning to under stand just how it is; They say a man can get used to anything

New Goods
We are daily receiving shipments of new goods—new rugs in the large sizes in all the newer patterns. New and late pieces of furniture especially suitable for presents. New patterns in cutlery and silverware. See us when in need of anything in hardware or furniture.
Jenks and Son

No. 11

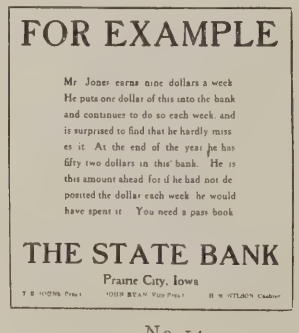
Wall Paper
Season will soon be here
and our stock will be larger and finer than ever From the very cheapest to the better goods we a s surely please you bot h in quality and price. If you want something exceptionally fine, we can supply it, as we will have special sample books showing the very latest and up-to-date patterns. It will pay you to figure with us before mak ing your selections. We make no charges for trimming
Cozad & Freeman

No. 12

and every step downward makes it awfully easy to take another step in the same direction. But it doesn't seem to me that any newspaper man in his sober senses can call anything that adds to the betterment of his paper foolishness. A good, clean front page is widely recognized by all leading newspaper-makers as a highly desirable feature, and I am sorry, indeed, that so

Wall Paper
OUR stock of wall paper is now complete and open for your inspection. Having purchased our line from the largest manufacturing company in the middle west, we can show you the best wall paper that money can buy We would kindly ask you to step into our store and inspect our line before ordering elsewhere. Prices to suit any purse.
Cozad & Freeman

No. 13


FOR EXAMPLE
Mr Jones earns nine dollars a week He puts one dollar of this into the bank and continues to do so each week and is surprised to find that he hardly miss es it At the end of the year he has fifty two dollars in this bank. He is this amount ahead for d he had not de posited the dollar each week he would have spent it You need a pass book
THE STATE BANK
Prairie City, Iowa

No. 14

good a newspaper man as Brother McDonald should have had such a change of mind on the subject. I can see no logic at all in giving the preferred front page position to the banks, unless we newspaper men are to be considered as leaders in the modern crime of commercialism—in which money and the banks and the bankers are gods.

HARVARD, ILL., Oct. 14, 1910.

Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—By today's mail we send you copies of our paper, the Harvard *Herald*, that you may examine them and make such criticism as you may deem proper.

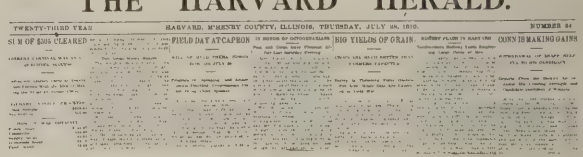
We have mailed you copies of our paper in the past, but the three we send you by this mail are for a special purpose. Last July we increased the paper to a seven column quarto, the old size being a six column quarto, and at the same time raised the subscription price to 1.50, the former price having been $1.00 per year.

In this change we have been puzzled as to headings, especially a third deck heading. We used on our six column quarto a 12 point text for the large heading, using our Junior Linotype for the other two headings. When he changed or enlarged we took up a 14 point Gothic condensed and then we turned to an 18 point Woodard condensed. These three head styles (12 pt. text, 14 pt. Gothic and 18 pt. Woodard) we have used in the three specimen papers we send you by this mail. Kindly look them over and use critiscism and make such suggestions for betterment as you think best, not only in the headings but in the general make-up, style and composition of the *Herald* as you may choose, feeling at liberty to do so with our permission, for we are anxious to obtain your views in the premises.

Very truly,

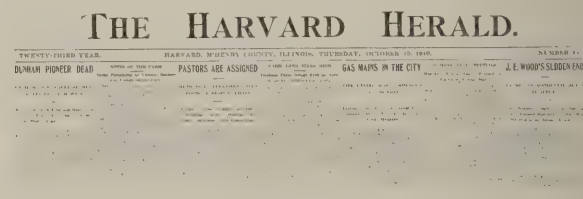
HARVARD HERALD,
M. F. WALSH, EDITOR.

I am thankful that here is an editor who not only considers the maintenance of a clean front page very sensible, but is also "foolish" (?) enough to worry about the insignificant(?) matter of the choice of a suitable head-letter. Exhibits 15-16-17 show the three



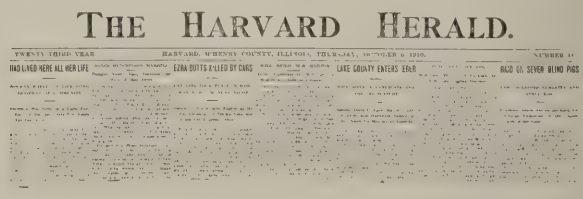
No. 15

headings alluded to by Editor Walsh in the foregoing letter. Almost any of my readers will agree that either of these heads are wholly satisfactory and above serious criticism—but, of course, a fellow can still have a preference—and needless to say I have mine



No. 16

for the 12 point Roman text. I prefer this line because it most perfectly harmonizes with the Junior face in the pyramid decks, the Roman in the date line and likewise with the title. The Woodward makes a very pretty heading, though and one which jibes well with



No. 17

the page's other type faces; but I don't suppose I ever will have sympathy for a Gothic head-line. It is only just to say, however, that this Gothic heading in the Harvard *Herald* has been chosen with the same exquisite taste that characterizes other features of this

excellent paper; It is neither of too great size, nor of too heavy face, to injure the simple modesty of the *Herald's* dignified front page. It seems a shame to spend that much space writing about so small a matter as a little head-line when there is so much in this excellent sheet about which a critic might write; Few country weeklies have I ever seen that were as near the mark of perfection in every detail as this one. One must have the privilege of a thorough inspection to enable him to fully appreciate its excellence. In the first place the *Herald* must posses a very clever force of news-gatherers, as the field seems to be swept with a drag-net for every issue. This is

Important

WHAT DO YOU THINK OF THIS FOR A BANKING PROPOSITION?

A CERTAIN bank advertises as follows: "If you deposit in our bank during 1910, $50.00 or $500.00 or more, and through accident or disease you lose the sight of your eyes, or both your hands or feet, or in any manner become permanently disabled from continuing your deposits, that in such event the bank guarantees to continue to credit your account with the same sum yearly as you had previously placed in the bank; *also* to credit you with the earnings of said deposits for the next twenty years; *also* guaranteeing to permit you to draw against these accumulated deposits at any time after the first two years; *also* guaranteeing to pay your heirs (in case you die prior to withdrawing any of these deposits, and within the first twenty years) a sum equal to *twenty times the amount* of the first deposit made on this account." Suppose that the Illinois Trust & Savings Bank offered this proposition. Would you not immediately pronounce it to be the most remarkable banking proposition you ever heard of? Well, there is a big bank now offering this proposition—a bank so much larger and stronger than the Illinois Trust & Savings Bank that it could immediately start forty such banks and equip them each with larger stock capital and surplus than that possessed by the Illinois Trust & Savings Bank, or ten thousand such banks as the largest one in McHenry county.

Fill out and mail the coupon attached below to E. J. Peck, Harvard, Illinois, and he will gladly give you details as to how *you* can start such an account.

E. J. PECK, HARVARD, ILL.
Kindly call about ..... 1910.
Name .....
Town. ..... State .....

No. 18

all edited, headed and set in a masterfully modern fashion—and the press work, ah! such press work! It would shame the old masters. Clean, perfectly even, and ink distribution faultless. There's not even a punctuation point that doesn't show up as clearly and perfectly in every line as the balance of it, and these "slugs" are certainly great advertisements for the perfection of the Junior Linotype. The editorials in in the *Herald* are conservative, clean, wide and deep. They show a wisdom and a power for the use of good, strong, clean English seldom expected in a country newspaper. The paper is a seven-column quarto, it must be remembered, and every one of these big pages are printed at home. And in each of them a liberal space is allotted to displayed advertisements, and I am gratified, indeed to note that the composition of these is of a very high and pleasing character. (Exhibits 18-19-20-21-22-23). In this apparent constant aim for simpicity the compositor of these specimens has my full sympathy and approbation. If I am not mistaken, there has been something of an improvement in re-

PRICES SLASHED ON AUTOMOBILES

SPECIAL

We are obliged to build a garage to take care of our growing business and have purchased more land on which to build. In view of this fact we wish to turn the following into cash or its equivalent, and offer these cars at special cut prices.

One new Brush Runabout with or without top and windshield.

One Brush Runabout, used this summer but in good shape, as a demonstration will prove.

One Model 38 Overland, 4-passenger Toy Tonneau Car complete with top, tophood, zigzag windshield, Model 11 Stewart Speedometer, grip chains and inner tube. This is the last Overland of about 20 which we have had this summer.

One Model K Winton Touring Car with full equipment, completely overhauled, ready for use. A snap for someone.

One 4-cylinder Queen Touring Car with full equipment and in the best of shape, even to the paint. This will make a good family car at a low price.

One double cylinder Rambler Touring Car, fully equipped. A good serviceable car for someone at a very low price.

One Model R Ford Runabout with top and complete set of lamps; all in fine shape.

One Model S Ford Runabout, in good running condition.

One Mitchell 1909 Model K Touring Car complete, like new.

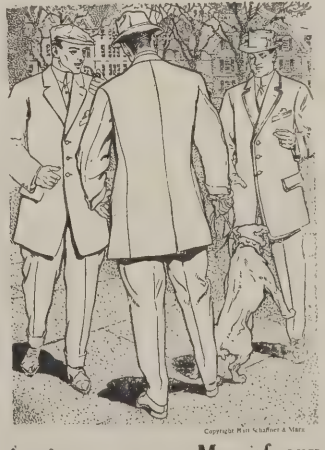
TERMS: One-half cash, balance good bankable note without interest until May 1

Manley Hardware Co.
PHONE 15
HARVARD, ILLINOIS

No. 19

gard to mechanical makeup of the inner pages of this sheet since I last reviewed it, everything being now properly arranged to the right-hand-side of the pages,

THE SHAPE-MAKER is a new model in suits; for young men particularly. The trousers keep in place without suspenders, or even without a belt. The wearer has to stand and walk erect; it helps develop the figure; it's a shape-maker.



HART, SCHAFFNER & MARX have designed this new model; it's the best thing done in clothes making for fifty years.

We want you to see it; you want the sort of figure it gives a man. Men of any age can wear it.

Home of Hart, Schaffner & Marx Clothes, Longley and Elk Brand Hats, Crossett and Abbott Shoes, Cluett, Monarch and Elgin Shirts.

ANDERSON BROTHERS
HARVARD, ILLINOIS

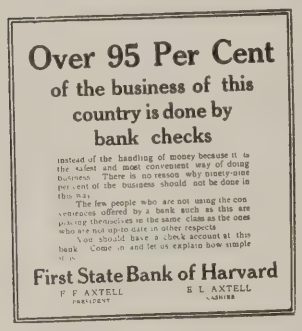
No. 20

and, as nearly as practicable, made up in accordance with the highest ideals of this department. Besides

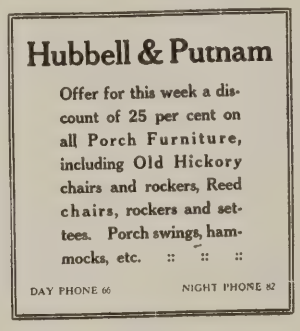
Cloaks—Cloaks—Cloaks
OUR stock of Winter Cloaks was selected with the idea of presenting the greatest variety possible, both as to desirable materials, styles and colors. In the better grades we have but one garment of a style, and in the medium grades not over one of a size. But so many different styles, materials, etc., that a bigger variety of
LADIES' WINTER CLOAKS
at $7.50, 8.00, 10.00, 12.00, 12.50, 13.50, 15.00, 16.00, 18.00 and $20.00 will be hard to find, and bigger values we believe are not to be had.
SWEATER COATS
A big assortment of good sweaters in white, grey, red and brown, for Ladies, Misses and Children. Our assortments of all other winter lines are also now at their best
PEAVEY & GOODSELL

No. 21

all of these good features, the *Herald* has a lot of country news-letters published each week, which add to its popularity and circulation, no doubt. Turning



No. 22


Hubbell & Putnam
Offer for this week a discount of 25 per cent on all Porch Furniture, including Old Hickory chairs and rockers, Reed chairs, rockers and settees. Porch swings, hammocks, etc.
DAY PHONE 66
NIGHT PHONE 82

No. 23

again to the front page for a moment before closing I am moved to suggest that the period after the word "Herald" in the title be cut off and some of the space removed from between words.

WOODSTOCK, ILL., Oct. 14 1910

O. Byron Copper, De Soto, Wis.

DEAR SIR:—In separate wrapper I am sending you copy of this week's *Republican* for review. Say what you have a mind to, so long as it is your best judgment, and publish same in next Journalist.

Yours very truly,

C A. LEMMERS.

Editor Lemmers' paper, the Woodstock *Republican,* is a seven-column quarto, entirely a product of the home office, I believe. It is another member of the clean front page school, and its eight big pages gives its readers an abundance of news, including the news of several enterprising business concerns of the home town and near-by places as well. I would judge that part of the straight matter on this sheet is linotyped while the other part is hand-set, and, as the face of the movable type is somewhat aged and worn, the effect in the printed page is displeasing, to say the least, as it gives an uneven, blotched appearance. The giving of the local news, including the events in near by localities, seems to be the specialty of this paper, and the absence of an exclusive editorial department is sharply noticeable. Some of the type faces in the heads are somewhat antiquated but the styles are neat and tasteful. The reportorial work seems to be thorough, and good presswork is in evidence on the issue before me. The patronage accorded this paper by local advertisers is liberal, and I am pleased to note that the composition of this is in the

OUR FALL OPENING
Saturday and Monday, Oct. 15-17
Special Attraction
For the Ladies
Dress Goods
Clothing Dept.
Shoes
A memorable showing of new styles and values.
Everybody Welcome — Morning attendance is strongly advised
The store that aims to please you with better values. We are better prepared for Fall and Winter, 1910-11
WIEN'S DEPT. STORE
Big Double Corner Store—Main and Benton Streets
WOODSTOCK : : ILLINOIS
Don't fail to get a catalogue and tell your neighbors to do so. Saturday and Monday only. October 15th and 17th.

No. 24

main well done. The compositor is skillful and exercises excellent taste in his massing and display. Sometimes (as, for instance, in the Wien Department Store

Wherever you go, the clothes you wear are one of the most
important things about you. If you're away from home, among strangers, your standing will be first estimated by the way you look. If you stay at home where everybody knows you, you'd better be even more particular.
We're proud of the appearance of the men we clothe; we're glad to have them compared with any men, anywhere in the world, so far as clothes-looks go
Hart Schaffner & Marx
make the most fashionable garments in the world, their styles are distinctive and correct, the man who wears them has a look of "class" and distinction which can be had in no other clothes. Not only that, these clothes give the wearer an air and a sense of quality, the fabrics are all-wool, the choicest weaves selected from the best looms of the whole world, beautiful Scotch weaves, English worsteds, fine American fabrics. And the tailoring is perfect. The name of Hart Schaffner & Marx is recognized as a sign of all that is best in clothes.
We fit a man perfectly in these goods. There's no denying that lots of ready made clothes—some of excellent quality—don't fit very well. But we'll fit you in these, and you may bring with you your most critical friend to judge for you if you choose. We'll give you a fit that you'll be perfectly satisfied with.
Hart Schaffner & Marx Suits
$18.00 to $28.00
Hart Schaffner & Marx Overcoats
$18.00 to $30.00
THORNE & SON
GOOD CLOTHES FOR MEN — THAT'S ALL

No. 25

ad) he runs a little strong on the use of two-point rules, but the main treatment of the work shows un-

mistakeable and uncommon ability. (Exhibits 24-25-26-27). Sometimes he hasn't the best of type faces to use, but he uses it well. The chief feature against the *Republican* is a rather conspicuous "mussiness" in the mechanical make-up which I will endeavor to

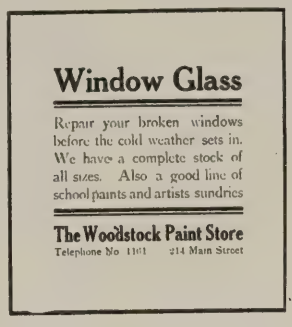
No. 26

explain by citing what I consider "mussy" on the first page; First, those two different kinds of body type; then there are those two dinky box heads at the top of the fourth and sixth columns respectively. They neither harmonize nor balance. The "Society Notes"

Popular Priced Overcoats
$10.00 $12.50 $13.50 $15.00 $16.50
$18.00 $20.00 $22.50 $23.50 $25.00
Our determined purpose to make this special showing of fall and winter overcoats unique in the quality of its distinctive styles will be plainly evident to the casual observer Quiet elegance is this season's real fashion note. Prices warrant our strongest claims for consistency with the well represented qualities
Men's Fashionable Suits
Immense showing of men's fashionable suits—suits that have the charm of style that distinguishes latest correct models from ordinary, commonplace suits, in our large and varied assortment. There are so many pleasing style variations that you can find what is most becoming, at prices that range from
$10.00 to $25.00
J. P. Alt Clothing Company

No. 27

heading might be retained, but I'd cut out that cheap "Uncle Sam" dun. The double head-rules and date-lines below the title form another objectionable feature; it would be better to simplify these into something like that shown in exhibit 15, which I consider ideal. As I was about to leave this sheet, I discovered an ad that heretofore escaped me in my examination, and which I wish to reproduce, because it demonstrates so well the force of white space and simplicity


Window Glass
Repair your broken windows before the cold weather sets in. We have a complete stock of all sizes. Also a good line of school paints and artists sundries
The Woodstock Paint Store
Telephone No 1101 214 Main Street

No. 28

in the composition of an advertisement. (Exhibit28). Every week compositors in every print shop in the land run across ads that can be set like this, and there's no better style to be followed.

"EACH NUMBER IS AN IMPROVEMENT TO THE PRECEDING ONE."

Office of the American Artisan and Hardware Record, Daniel Stern, Publisher and Proprietor, 355 Dearborn Street, Chicago.

November 25, 1910.

Mr. B. B. Herbert, 4618 Ravenswood Park, Chicago.

DEAR MR. HERBERT:—On my return from Europe I find the back numbers of the NATIONAL PRINTER-JOURNALIST have been preserved so that I could enjoy the perusal of them. Need I add that as usual each number is an improvement to the preceding one. You certainly get out an interesting magazine.

Herewith am enclosing check for renewal for another year, and with warmest regards, I am,

Yours very truly, DANIEL STERN.

A PAPER OF GREAT BENEFIT.

GAYLORD, MINN., November 15, 1910.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—Remittance to you of my subscription to the N. P.-J., which expired in July of this year, has been overlooked. I am enclosing my check for $2.00 herewith and please credit my account up to July, 1911. Am pleased that you have continued sending the Journal and want to say that I consider it a paper for the publisher, which is of great benefit. I am, Fraternally yours,

CHAS. WALLIN.

"ALWAYS INTERESTING AS WELL AS INSTRUCTIVE."

Office of "Southern Good Roads," Lexington, N. C.

November 22, 1910.

Col. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

DEAR COL. HERBERT:—I am in receipt of your circular letter and am sending you check to cover one year's subscription to NATIONAL PRINTER-JOURNALIST. I would not think of trying to get along without the NATIONAL PRINTER-JOURNALIST. It is always interesting, as well as instructive.

Very truly yours, H. B. VARNER.

presided over by Mrs. Ogden, and for comfortable beds and delicious cooking, cannot be surpassed. Mrs. Ogden said it would take half an hour to prepare a chicken supper, and started to get the birds. The party protested, and twenty minutes later sat down to a table bountifully spread with viands found only in the country, cooked to the perfection found only on a ranch.

At 6:30 in the morning the fried chicken was ready and at 7 the team began the journey to Carlton, location of the main office of the Furey-Culver Land Company, owner and selling agent of irrigated apple lands in the Methow valley. The company maintains offices also at 208-12 Leary building, Seattle, and at Twisp, Wash. The Carlton townsite, owned by the company, had been established below a natural bench; but was moved above because the land below was too valuable and the space above was good enough for a mere town. It was easy to move, for there are only two houses in Carlton now—one the store and postoffice (new, built on its present site), the other the summer home of Mr. and Mrs. F. H. Furey, a rustic house, built several years ago, among the trees at the entrance to a small canon, out of which issues a stream furnishing pure water for irrigation and domestic uses. This building was remodeled by Mr. Furey, and is a delightful, cozy, cool summer home.

REPORT OF EMPLOYING PHOTO-ENGRAVERS

CHICAGO, November 18-19, 1910.

Enclosel please find a program of the First Conference of Employing Photo-Engravers. The Conference was held in Chicago November 18-19, 1910. The territory represented at this Conference was from Cleveland to Denver and from Louisville to Duluth. Eighteen different states and sixty individual firms were represented at the Conference. The Conference devoted most of its time in dealing with the cost of production in the engraving industry. Considerable attention was given to the many abuses perpetrated upon engravers and the unanimous demand was for placing the engraving industry on a sounder and more stable basis.

An organization was formed, entitled, "The Middle West Photo Engravers Club" which is to work in conjunction with the International Association of Photo Engravers. Mr. E. W. Houser, President, Barnes-Crosby Company was elected Chairman, and Mr. Vincent P. Nash, President Dearborn Engraving Company, was elected Secretary. The Conference decided unanimously to hold another meeting ninety days from date, the place and time to be determined by the officers.

As the program indicates, the first Conference was held under the auspices of the Photo-Engravers Club of Chicago.

E. W. Houser, Chairman.

Vincent P. Nash, Secretary.

FRIDAY.

Meeting called Friday, November 18th, 11 A. M., in Room No. 1735, Monadnock Block, Jackson Blvd. and Dearborn St.

Opening Address of Welcome—E. W. Houser, Chairman Photo-Engravers Club of Chicago.

Responses—J. C. Buckbee, Treasurer, Bureau of Engraving, Minneapolis, Minn.

F. H. Clarke, President, Eclipse Engraving Company, Cleveland, Ohio.

B. J. Gray, President, Gray-Admas Engraving Company, St. Louis, Mo.

12 M.—"Common Sense."—W. J. Hartman, President Ben Franklin Club.

AFTERNOON SESSION.

2 P. M.—Stereopticon Lecture on Cost System.—Robt. S. Denham.

Discussions.

Adjournment—5:30 P. M.

Informal Complimentary Dinner—7:30 P. M., at the Chicago Room, Great Northern Hotel, tendered by the Photo-Engravers Club of Chicago. E. C. Miller, Toastmaster.

Just plain talks on good fellowship and acquaintance. Formation of the "Don't Worry Club."

SATURDAY.

"Competition."—Ed. C. Westman, President Blomgren Bros Engraving Company.

"Trade Abuses."—Adolph Jahn, President Jahn & Ollier.

"Honesty in Business."—Edw. W. Moeng, President The Franklin Company.

"Quality and Price."—Thos. Ball, Vice-President Rogers & Company.

"Busines Morals and Ethics."—E. W. Houser, President Barnes-Crosby Company.

Adjournment.

AFTERNOON SESSION.

2 P. M.—Allied Trades Mutual Fire Insurance.—E. M. Turner, Graphic Arts Mutual Fire Insurance Co.

"Stubborn Facts."—Geo. H. Benedict, Business Manager Globe Engraving and Electrotyping Co.

"A Better Day."—Louis Flader, Advertising Manager, Barnes-Crosby Company.

The Convention was distinguished by the earnestness and sincerity of purpose evident among the members and by the enthusiasm displayed by all in attendance at the conference.

The Photo-Engravers Club of Chicago is an active, progressive body of men and the members are among the leaders in every effort toward right and just methods, and it was, undoubtedly, no less a pleasure to them to have their worthy fellow workers and craftsmen, from all parts of the country, in their midst, sharing their welcome and hospitality, than it proved to the visitors to be at the convention.

Photo-Engraving has become, in the last twenty years, a most important and valuable industry, useful and helpful not only to all publishers of newspapers, magazines and books, but to every industry, and to all branches of commerce or salesmanship.

The following are the officers and committees of the Photo-Engravers' Club of Chicago:

Officers.—E. W. Houser, Chairman; E. W. Miller, Vice-Chairman; H. A. Mueller, Secretary-Treasurer.

Board of Directors—Ed. Moeng, Geo. H. Benedict, Vincent Nash, Chas. Juergens, Adolph Jahn.

Reception Committee—Ed. Moeng, Geo. H. Benedict, E. Westman, Adolph Jahn.

Dinner Committee.—E. C. Miller, Vincent Nash, H. A. Mueller, George Spiel.

Hotel Committee.—Paul Manz, Chas. Juergens, J. LeBeau.

Program Commttee.—Louis Flader, W. Stewart, H. C. Conde, Ed. Modine.

OKLAHOMA TIMES GETS NEW MEN.

The Oklahoma City Times has lately passed under the control of Mr. Dennis T. Flynn, pioneer lawyer and millionaire of Oklahoma City, who has purchased the interest of all the small and some of the large stockholders, thereby with his associates, obtaining full ownership of the company.

Mr. H. G. Eastman, who for the past three years has been Business Manager, becomes General Manager, and has secured as news-editor J. W. McCammon from the Omaha *Bee*, and as associate editor R. S. Graves for years with the St. Joseph *Gazette*, but lately of the Scripps-McRae League.

The rapid and continued growth of Oklahoma City and State gives the new management a great field and opportunity.

A Trip Up the Columbia River

By the Washington State Press Association.

FOLLOWING its annual convention at Wenatchee, Washington, the members of the Washington State Press Association enjoyed a memorable trip up the Columbia River. Of this journey, we take the following from the October number of the delightful magazine of travel, *Western Tours*, published at Tacoma, of which Edyth Tozier Weathered is editor and manager:

The start up the river was made at 5 a. m., a few minutes after the close of the final session and banquet of the association, on the good ship Okanogan, under the care of Capt. E. E. Griggs; "Buck," the pilot; R. J. Watkins, engineer, and a crew of about twenty men. The officers are all old steamboat men and all own an interest in the company, which operate a fleet of four boats.

Members Washington State Press Association in Wenatche Orchards

The Upper Columbia river runs swiftly in its race to the sea, and there are many rapids, some of them troublesome to navigation. The Entiat rapids furnish a good example. Here the water falls several feet in making a distance of 12 or 15 rods, swings around a double bend, like a letter S, and there is a large sandbar. Going up stream the boats are warped around the first bend by the aid of wire rope and "the nigger."

Only one boat has ever been wrecked on the Columbia river between Wenatchee and Brewster. This was at the Entiat rapids some years ago at a time of high water. No lives were lost and little property except the boat. The hull drifted down stream and narrowly missed destroying the false work of the Wenatchee bridge, then under construction. The iron inner works of the wheel are still visible on a sandbar below the rapids.

The scenery along the river is majestic. Mountains on both sides rear their rugged heads, as though to forbid further investigation. Streams small at this season of the year, in times of melting snow pour their floods down the precipitous canons and slowly dig deeper their channels. Slowly, man-reckoned; but rapidly from the standpoint of Mother Nature, to whom a thousand years is as but a day. Where these streams leave the fastnesses there have been deposited oases, of which man has taken advantage. Every shelf, of from one acre to five, has become the shelter of a family, the members of which have raised a home, planted apple-trees, and are living in seeming comfort, content and happiness. Water for irrigation and household use is obtained by conserving the particular stream near the home. Its location is picked out by the show of green amid brown surroundings.

Arriving at Pateros at 5 P. M., where the party was to have taken automobiles for the run to Twisp, it was found that the car was disabled and teams were substituted. The road back into the Methow valley is primitive, except in two or three stretches which have been constructed by the state convict road gang. The old road winds up almost impassable hills, which the convict road skirts by rock cuts and embankments. This part of the journey was like going through purgatory to reach paradise.

The Methow valley has been called the Switzerland of America. So have many other localities in the United States; but there is no discount on the Methow. Wherever could be found a block of level land there has been planted an orchard and a home. The valley gradually widens for twenty miles, and at the village of Methow, twelve miles from Pateros, there are several good-sized fruit ranches. One of these produced last year the largest apple ever grown, weighing thirty-nine ounces.

At Methow the party put up for the night. The hotel is

A Plain Story of Signal Success

HOW A POOR BOY ADVANCED FROM THE CASE TO THE CONTROL OF A $250,000 NEWSPAPER—"MAKING GOOD"—CONSTANT APPLICATION—EVER SEEKING BROADER AND MORE THOROUGH KNOWLEDGE AND PREPARATION—ALWAYS STUDYING AND LEARNING.

OPPORTUNITIES were never more numerous in any age or country than now, right here in America. It is most pleasing and instructive to read, in the lives of thousands of our successful men, how their signal successes have been reached and to contemplate how the means by which they have been attained are open to all with high purpose and steady, intelligent application.

Worthy successes are of frequent record in all honorable callings in this country, but with the wonderful development of the facilities of gathering and disseminating knowledge through printing and the resultant growth of newspaper making and magazine and book publishing, no other callings have afforded so numerous and great opportunities as these, with proper preparation, effort and persistency.

In its issue of November 9th, the Kansas City *Journal,* that is ever ready—as should ever be all worthily conducted newspapers—to lend a hand to help forward others, and to say a kind word for successful newspaper men and all agencies for the betterment of the calling—contained a plain story of the signal success of a newspaper man, concerning whose career the NATIONAL PRINTER-JOURNALIST has frequently found occasion to speak for the benefit, instruction, encouragement and inspiration of its readers. There is much to write, and we are glad that a newspaper, occupying, in some part, the same field, , has had the wise magnanimity—instead of striving to detract from the good name of a contemporary—to publish the following, which we gladly reprint, for the pleasure and benefit of newspaper workers in every State of the Union, with regard to Mr. Arthur Capper, publisher of the *Daily Capital,* Topeka, Kansas:

Here is a plain story of hard work; of tenacious ambition of advancement from the "case" to the swivel chair and the leadership of a quarter of a million dollar daily newspaper, and six other publications. There is, of course, romance in advancement; in the successful climbing from a meager start to conspicuous success; and if there is any romance read into this little chronicle of facts, it must be read from these facts themselves.

Thirty-two years ago, when Arthur Capper was 13 years old, he made up his mind that he wanted to be a printer. He was living at that time in Garnett, his birthplace. Dr. George W. Cooper, owner, editor and propietor of the Garnett Journal, was a noted newspaper man of that day. To him the 13 year-old boy applied for a place.

"What can you do?" asked Cooper.

"I can learn," replied Capper.

The doctor looked the slender stripling over somewhat dubiously, but told him to try. The foreman looked him over much as the doctor had done, but set him to work. His first lesson at the "case" he took from the vantage point of a cracker box, for he wasn't big enough of his own height to reach into the boxes. He made good on that first job, as he has made good ever since. He worked at the case and the "devil" job—and many a great man of today has seen service as a "print-shop devil." If you will recall David Harum you will remember how at a dinner of well-to-do successful men someone called out "low bridge," and instinctively some of the greatest of them ducked their heads. What does this mean? Not a few of those men were brakemen in their early days and many times ducked a "low bridge" as they hurried along over the tops of cars.

Just so, yell "Look out, you'll pi that form!" at a gathering of successful newspaper men, and you will be surprised to see how many of them with worried looks on their faces will glance around to see what has gone wrong.

With the help of that cracker box and the "case" Arthur Capper finished the high school course at Garnett in 1884. He determined to go to Topeka. He was 19 years old. Immediately he went to the Topeka Daily Capital office a paper which he now owns and for which he has refused $200,000.

He hunted out the foreman and asked for a job at setting type. It was Monday night. Liquor could then still be bought very readily in Topeka. Monday afternoon had been pay-day. As a result some of the printers were "celebrating." The foreman had hardly enough men on hand to get out the paper.

He looked at the slender 19-year-old who asked for a job. "Try you for to-night," he said, and the boy went to work Again he made good.

Major J. K. Hudson was in command of the Capital at the time. Capper worked along until he was drawing a pay check of a little better than $20 a week for "sticking type." There were no linotypes in those days.

The boy wanted to know something about the "local room" of a newspaper. He had originated a "children's page" on the Garnett *Journal* and had gathered some locals. So he walked in on Major Hudson one night and told him he wanted a job as reporter. (And Arthur Capper is another successful man who calls a "job" a "job." The word "position" doesn't get very far in his dictionary.)

"Maybe I can give you a chance," said the major. A month later he called Capper into his office and told him he could go to work the next day gathering "locals" in North Topeka. North Topeka was, and still is, the "breaking-in" ground for cub reporters in Topeka.

"How much will you pay me?" asked Capper.

"We will start you at ten dollars a week." was the reply.

"I'll take it," was the conclusion of the interview.

When Capper went back into the composing room that night and told the printers that he was going to quit and go to reporting, they thought he was crazy to give up a $20 a week job for a $10 a week job. But they got the usual good-natured smile.

He went to work and made good on North Topeka. How good he made can be judged from what hapened six months later. Hudson had a city editor who didn't suit him exactly. One Sunday the city editor was "fired."

"Capper," said Hudson, "You can be city editor."

That was a jump, but the boy deserved it. It was a whole lot of work, but Capper was equal to it. He had the state house, the court house, the city building, the federal court, and about everything on his beat—for the city editor was also reporting—except North Topeka and the police station. For several years he stuck to that job. All the while he would save a little out of each week's salary check and buy stock in the paper.

Several years later, more ambitious than ever to know wider phases of newspaper work, he walked in on Major Hudson one night and said: "Major, I want to know something about New York newspaper work. I would like a six months' leave of absence to go to New York and get a

job on one of the big newspapers there."

The Major was fond of Capper and granted his request. Capper went to New York. It was the first time he had been east of Kansas City. But he got a job and the first pop out of the box a city editor sent him out to "cover" a "yacht" race. Think of a Kansas born boy, who had never been East of Kansas City, getting a yacht race to report! He hardly knew the difference between a yacht and a ferryboat, but like a soldier he said nothing and went. A kind-hearted reporter on a rival newspaper became his confidant and the latter like a scholar and a gentleman helped him out of his predicament and he got back with a good story. He made good and learned. Men like Capper are eternally learning.

Some time later Populism got a good grip on Kansas, and Jerry Simpson, Peffer, Otis and all that crowd were at Washington representing Kansas. Case Broderick was the only Republican congressman there. Major Hudson decided that he would like to have a Washington correspondent for the Capital at Washington. So he wired Capper in New York and asked him if he would take the job.

He took it, and again he made good. It was in the time when the Kansas Pops were doing something riotous every day and there was a world of good stuff to wire. After serving at Washington for a time, he came back to Topeka and returned to the city desk of the Capital. About that time the North Topeka Mail was for sale at a price of $2,100. Capper had $700 in cash. He went to Peter Smith, a North Side banker, and asked for sufficient loan to get the paper. Smith agreed, and Capper owned his first newspaper plant. It wasn't long until he had paid it out. He widened the scope of the paper, getting a lot of country correspondence and making it a county weekly, rather than a North Topeka local. Along about that time Frank Montgomery and Tom McNeal wanted to sell the Kansas *Breeze*. Capper bought for $2,500. He combined the two and made the paper over into the *Mail* and *Breeze*. He put Tom McNeal in charge as editor. At first they ran the publication with a lot of politics in it. But Capper decided that preponderance of agricultural matter would be better. He changed it, and the move was a remarkable success.

He held stock in the *Capital* right along. The *Capital* was having rather hard sledding. It changed owners several times. John R. Mulvane, the well known Topeka banker, was interested in it; he had loaned money to some of the previous owners. Mulvane had been observing Capper closely. One day he sent for him.

"Capper," said Mulvane, "I would like to sell you the *Capital*. You can have it at almost your own terms."

Capper got together $5,000. That was what he paid in to start with. The price of the paper was $56,000. That was in 1896.

Today the Topeka *Daily Capital* is estimated as worth a quarter of a million dollars. The new building in which it is housed—and one of the best newspaper homes in the West—cost $175,000. Capper today owns six publications.

There is the story—just a plain story of climbing a long ladder to the top. Hard work, always studying and learning the business and every phase of it, making a success of his own business, attracting the attention of bankers who were glad to lend him money because he is a success at his business; because his word is as good as his bond, and because he is a plain, hard-working, studious man and a gentleman.

"It has been said," remarked Mr. Capper the other day, when a friend was talking with him, "that politicians have loaned me money to build up my paper and plant. But that is absolutely untrue. The money that I have borrowed has been borrowed from banks, in regular banking ways, for which I pay 6 per cent interest. There have been politicians who have suggested to me their willingness to loan me money, but I won't borrow a dollar from them. I wouldn't obligate myself to a politician in that way."

There is something mighty likable about Capper. He is just 45 year old. No one dreamed, when he asked for a job at the "case" on the Topeka *Capital* that some day he would be its owner. Across the short space of a quarter of a century he has wrung from life's opportunities a splendid success by hard work, courage. faith and manliness. He is still slender and almost boyish looking. His face is smooth shaven. He knows how to smile and always has time to be polite. He does a prodigious amount of work. Seated between a flat desk and roller-top desk in a big. well-lighted office. with stacks of work confronting him. he burrows away and, without apparent effort, accomplishes wonders. For details he is a marvel. He has hundreds of employes and they like him. His office door always swings "in" for them. Their suggestions are welcomed. He likes "push" and "loyalty," and rewards it. He does things quietly and he says things quietly. But he gets things done, and what he says "goes." He has that faculty of a great leader—he does not command; he directs. He is a field marshal in the newspaper business.

There is little necessity of writing more by way of application of the lessons of this story, though it does seem at times that many publishers and newspaper-makers do not fully appreciate their opportunity nor the necessity that exists for broad and thorough preparation, and the constant acquisition and enlargement of knowledge and "Making Good" by close attention to details, and by intelligent, systematic and well-directed effort. The lessons as to these ought to be daily learned and persistently followed, for though, she may afford a meagre support to the neglectful, Journalism is a jealous mistress, when it comes to higher favors, honors and rewards. But there is one thing concerning which many newspaper men, too frequently, seem either entirely ignorant or shamefully forgetful, and that is the danger, and worse, of sacrificing their independence, of putting themselves under obligations to, or in the power of, those who may seek thereby to control the policy of the paper for their own selfish or political ends, to the sacrifice of the well-being and the best interests of the public, of the people, the newspapers' greater clientele or constituency, whom it is the newspaper man's highest duty, honestly to serve and protect. Mr. Capper has shown a right and a fine sense of honor in refusing to borrow or to take the money of politicians, and at the same time he has shown true business wisdom by such refusal.

The Chicago *Tribune* which has had it's circulation certified by the Audit Company of New York, shows net paid daily average for October at 221,634 and Sunday average at 350,539.

Herbert Myrick, president of the Orange Judd Co., proposes to publish in Fargo, N D.. a farm magazine to be known as the *Northwest Farmstead*, to cover the farm news of Minnesota, the Dakotas, Montana, Wyoming, Washington and Oregon. He asks that the citizens of Fargo subscribe for stock in his company to the value of $100,000, in return for which he will erect a building on a $20,000 site. the structure and equipment to be worth $280.000. He agrees to employ 200 men at the opening of the plant, 60 per cent of whom will be heads of families.

Timely Calendars

Timely illustrations afford important drawing features in all advertising and especially so in calendars. In view of this fact, the Juergens Bros. Co. will present a series of calendars during 1911 with special designs for each season.

The Calendar reproduced herewith is one of this series of quarterly calendars planned for the coming year. The Calendar for the first quarter is in Burnt Sienna and Prussian

Blue, which brings out forcefully the reflection of the sun upon the trees and shrubs, the ice-covered stream and the snow-covered ground, portraying the sublime solitude of a typical winter day. The other Calendars will be fully up to the standard set by the one reproduced, and the series will be well worth preserving by those who are so fortunate as to obtain them. The firm of Juergens Brothers Co., issuing these Calendars, has one of the leading engraving establishments in Chicago and is the only firm of engravers and electrotypers situated inside the Chicago loop district—the illustration of the building occupied, presented herewith, gives a suggestion of how effective, as advertising, the showing of a business building, by a well prepared halftone, may be made.

CENSUS REPORTS NOT COMPLETE.

MANY PUBLISHERS WAITING FOR WILLSDEN CHARTS WITH COMPLETE STATISTICS.

The publication of reports, as to the population of certain cities and states, has led the people and, among them, many publishers, to think that census figures are already complete. The figures that have been sent out are only summaries, but the details are not yet entirely complete as to all villages and towns in the different States and will not be for thirty days at least, and some will not be ready before the first of February. The charts, that are being prepared by Mr. S. Blake Willsden of Chicago for his newspaper patrons, must await the complete official figures and there will be no other delay. Mr. Willsden has received many orders and closed many contracts with prominent publishers who are waiting, anxiously, for these charts, and many have already increased their original orders in preparation for the great demand there is developing, everywhere, for the census charts as soon as they are ready.

REGULAR READER TWENTY YEARS.

Sleepy Eye Herald-Dispatch. W. R. Hodges. Publisher.
Book and Job Printing.

Sleepy Eye, Minn, Dec. 11 1910.

Friend Herbert:—Enclosed find check for $4 to pay for two years' subscription; can't do without your most excellent monthly. Have been a regular reader of the National Printer-Journalist for nearly twenty years. Wishing health and long life I am, Your friend,

W. R. Hodges.

THE AMERICAN TYPE FOUNDERS COMPANY'S BOOKLET COMPETITION.

The judges of the American Type Founders Company's Booklet Competition, the first of the kind ever attempted, Messrs. Edwin H. Colvin, vice-president of the W. F. Hall Printing Co., Chicago; John Henry Nash, of Paul Elder & Co., San Francisco; and Judd H. Redfield of Redfield Brothers, New York, N. Y., awarded the prizes as follows: First, $100, Griffith-Stillings Press, 368 Congress St., Boston; second, $75, Frank L. Crocker, foreman with Federal Printing Co., 200 Greene St., New York, N. Y.; third, $50, Joseph W. Riley, with Shelly Printing Co., 210 Olive St., St. Louis; fourth, $40, J. Eveleth Griffith (Griffith-Stillings Press), 368 Congress St., Boston; fifth, $30, Harry L. Zarfes, 718 South Manor St., York, Pa.; sixth, $20, Clifford, Ackerman & Co., 1017 Adams St., Toledo, O.; seventh, $10. The Isaac H. Blanchard Co., 268 Canal St., New York, N. Y. All the entries were of a high order of merit, coming principally from those printers who have successfully demonstrated the power of advertising in their own businesses. The advertising printers will be the more successful printers of the future.

The Beaten Track

MUCH that is wise, and more that is trite, has been written on the subject of habit and the peculiar and often ludicrous results of a too servile following of precedent. The truth of this assertion in its relation to modes of living, is not within our province and needs no re-iteration here, but, (and it is not so far-fetched as it seems) we may with strict propriety ask whether or not we are hidebound in our adherence to methods of illustrating our wares and continue in the same old rut simply because we have always hitherto done thus and so?

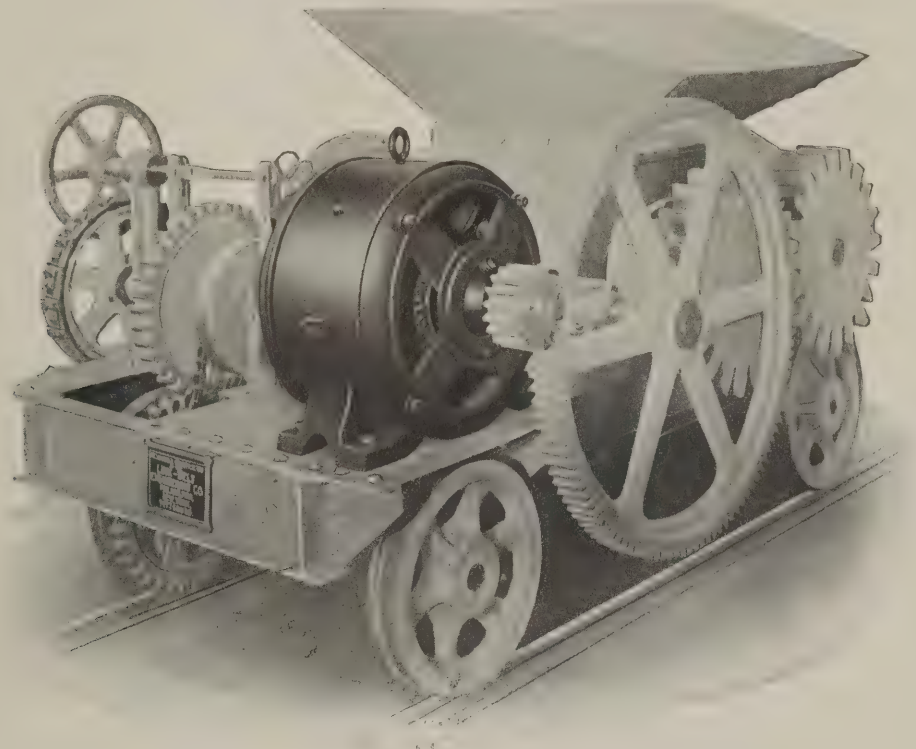
Take up the 1910 catalog of a house that prides itself on its "conservative" methods and compare it with the 1900 catalog of the same house and you will find the same style of engravings, the same format in both. No evidence that the makers of it have taken advantage of the many important innovations in the illustrative arts introduced during the past few years by the progressive engraving houses.

Adherence to that which has been tried and found valuable is of course the part of prudence and wisdom, but in this progressive age, what may have been of value a few years ago, because the time was ripe for it, may now be archaic and out of date. The value and importance of an illustration are largely relative. It is not alone how good your engravings are, but how do they compare with those submitted by your competitors who are appealing to the same prospectives.

And granting that they are of about equal merit, then the favorable attention of the probable buyer will be most likely attracted to the advertising literature that is "different"—the inference being that the house which is "up to the minute" in advertising is probably equally alert in producing merchandise of the best modern type.

One of the chief means of attaining this end, is eternal vigilance in keeping track, through the leading trade papers, of the output of the engraving houses as evidenced by the specimens of their work exhibited therein.

Line cut from pen drawing very useful for page decorations.



Photograph retouched and reproduced, showing motor installation emphasizing motor by varying color treatment

The illustrations accompanying these remarks have been furnished by the well-known house of Gatchel & Manning, of Philadelphia, who are always in the van with everything that has valuable novelty, more particularly in the line of Three and Four Color Halftone Engravings and Illustrations of Machinery for Catalogue and Advertising purposes. One way of keeping posted on the Engraving business would be to write them asking to be placed on their mailing list. They are noted as disseminators of specimens of illuminating advertising literature by mail.

A. P. Cramer, for fifteen years the publisher of the *Globe-Post* in Le Mars, Ia., died there recently. He had been in poor health for the past few years. He was 55 years of age, and was born at Ripon, Wis. Before going to LeMars, he published the Avoca, Ia., *Herald,* and was postmaster at Avoca during Cleveland's administration. He leaves a wife and daughter.

"An example of "High Light" half-tone engraving drawn and engraved by Barnes-Crosby Company."

"WHERE CHRISTMAS TREES GROW"

The plate shown herewith is furnished for this Christmas issue of the NATIONAL PRINTER-JOURNALIST by the Barnes-Crosby Company. It is an excellent sketch from nature, made by one of the artists of the Company, and is reproduced in what is termed the "High Light Process." It is, in other words, a fac-simile of the original carbon drawing. It is an excellent sketch, and by reason of its subject and then, containing a lot of Christmas Trees, it is timely, besides representing a unique piece of reproduction work.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Printers, very generally, are working up to the uneconomics and general stoppiness of our old friend, the galley proof press. Like the old hand press, it is going. Several improved proof presses have recently been presented to the attention of the craft. We think, however, that some of these do not go as far as they might. When we abandoned the old hand presses (the Washington) it was in favor of self-inking job and cylinder presses. It was the self-inking feature that was the great economy that caused us to throw the old hand presses into scrap. So it is with the improved proof presses—unless they are self-inking they do not afford all the desirable economics. They are good as far as they go. No doubt a Gordon press would have advantages over the old hand presses, even if we had to ink the forms by hand; so would a cylinder under like conditions. But no manufacturer of printing presses has been so blind as to ask us to accept such a half-way improvement. There are several kinds of self-inking proof presses. Some of these are also self-feeding. They are not experiments; thousands of them are in use. The pamphlet "Twentieth Century Proof Presses: Self-Inking, Self-Feeding, Automatic, Electric and Hand-Power" tells the story of progress in this direction. It is being distributed on request by the F. Wesel Manufacturing Co., Brooklyn, N. Y. It is worth reading, and will be an eye-opener to many of our readers.

As noted on insert in this issue. The Ault & Wiborg Company of Cincinnati, Ohio, offer $350 for a suitable name of a new quick drying ink perfected by the Company, and now temporarily called "Wonder Ink." The amount is divided into three prizes of $200 for the first, $150 for the second, and $50 for the third. "Wonder" is a pretty good name and may be continued but something more indicative of the quick-drying qualities seems desirable. It is a black ink designed for fine work on coated or enameled paper and admits of printing, turning and binding a job, all in one day of eight hours.

L. A. Ault, President of the Company, writes: "Unquestionably we have developed an ink, the like of which has never been produced by any one heretofore, in connection with work done on coated paper stock. We have had jobs printed on heavy enameled card-board, turned and printed on the opposite side, in thirty minutes' time."

Such an ink will certainly prove a great desideratum in this age of fine printing on enameled stock, where speed is frequently desired and yet cannot be attained because of the necessity of waiting for the ink to dry. It will be a great economy especially where it is desired to turn the sheet and print from the same form the opposite side and then cut, making complete sections of a magazine. It will often result, also in holding or keeping a press busy on a publication, without the intervention of some other form while waiting for the side of the sheet to dry. Every publisher will realize how very frequently, on account of this necessity of waiting, when a long run intervenes, vexatious delays are caused, throwing the publication back with great loss and inconvenience, yet the presses must be kept busy and forms once on and made ready and running, cannot be lifted to accommodate the vexed and waiting publisher. Time and cost-saving ink would be a good name.

The Chandler & Price products continue to hold their place in the popular favor of the printing trade.

They have recently passed the 39,000 mark in the total number of Gordon Presses sold in twenty-five years, and believe there is a still greater demand to be cared for in the future, and that they may be prepared to meet such a demand, and too, in order to be assured of a uniformly superior iron in every press, have under construction, as an addition to their plant, a complete modern foundry and power plant, making their investment in real estate, buildings and equipment probably the greatest of any in the world in the Job Press and Paper Cutter line.

The large investment insures the permanency of the business, and is an added spur to keep the product up to the very highest standard of excellence, as the proper means to protect the goodwill of the Company, which has been planted in almost every Printing Press plant in this land.

H. B. Rouse & Company, of Chicago, is one of the progressive, enterprising, up-to-date manufacturing firms of printers' tools and appliances. A recent visit to the Rouse establishment at 2214-16 Ward St., revealed a gratifying growth in size, and facilities, and a completeness and system in arrangement that evidenced success and lead one to feel certain as to the high class of the manufactures turned out. In the past, we have used the Rouse Compasing Sticks as premiums in numerous job composition contests and found them always drawing, popular and satisfactory. More recently our favorable attention has been called to the Register Hooks of this firm's manufacture: "The Climax," "The Champion," "The Combination" and "The Rouse," and we have found them alike reliable and popular. The Line Slug Cutter, advertised on another page in this issue, is in every way adapted to its purpose. The guage sets instantly and locks automatically to any measure up to thirty-one picas by either nonpariels or points. It is simple, substantial and permanently accurate—a clean, square cut is assured and each cut of slugs must be of absolutely uniform length. It surpasses in both quality and quantity of work. The Rouse Mitering Machine is of the highest standard. All the manufactures of H. B. Rouse & Co. are characterized by strength, durability, accuracy and finish. Mr. Rouse, the head of the firm, is a thorough gentleman in the best meaning of that term, and carries his character and brains into his business.

A. G. Mead Company have purchased the Embossing Press Manufactory at 364 Atlantic Ave., Boston, formerly owned and operated by the late A. G. Mead, and call your attention to the peculiar merits of the A. G. Mead presses as regards convenience and economy. The great and increasing demand for high grade steel die embossed stationery and business headings as well as for Christmas and Easter designs leads to belief that those who are now using the A. G. Mead press will find it to their advantage to increase their present equipment, and that many who have not hitherto done their own embossing will decide to add these presses to their present plant.

"The Land of Irrigation" is the title of an unique booklet picturing some of the productive valleys of the Rockies. The leaflet, which is being distributed by the Passenger Department of the Denver & Rio Grande Railroad, is devoid of descriptive text, but depicts in a few terse axiomatic sentences the wonderful natural resources and possibilities of the Rocky Mountain region.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . .

Get a stronger hold on your customer by filling his wants for calendars, incidentally increasing your profits. We are looking for live, local printers to sell our high grade line of calendars, post-cards, blotters and fans. It will pay you to write the American Calendar Co., Red Wing, Minn.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

DAILY NEWS REPORTS FOR EVENING PAPERS, league ball scores daily. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WANTED—Experienced circulation man. Permanent. Daily Express, Beatrice, Neb.

WANTED — Competent man to take position as stone or lock-up man. One capable of checking errors, press proofs, stock, etc. Class of work, strictly high-grade commercial. Salary $25 per week. Non-union office. Address Dorsey Printing Company, Dallas, Texas.

WANTED—Experienced man to help retail merchants write copy and plan advertising. Daily Express, Beatrice, Neb.

FOR SALE—Pioneer weekly newspaper in town of 1200, Eastern Washington fruit district. Doing annual business of $7,000, netting $250 monthly. This is no run-down-and-out property, but a live, going, growing, well-equipped business. The price is $4,500, of which $3,500 must be cash. Address T. R., care Printer-Journalist.

WHY DON'T YOU GET your share of the Calendar Business, Mr. Printer? Increase your income by handling a line of these popular advertising specialties in connection with your printing business. Your customers buy them. Why don't you sell them? No trouble or bother. Doesn't add to your expenses. Fine line of calendars, post-cards and blotters ready for you here. Liberal commissions paid. Write the American Calendar Co., Red Wing, Minn.

FOR SALE—A first-class job office and bindery for sale at a bargain. Now doing a $50,000 business and will be sold at a reasonable price, as attention must be devoted to the newspaper branch of the business. Located in a large, growing city, within 100 miles of Chicago. Shipping facilities the best. Terms reasonable. Address, Job Office, care Mergenthaler Linotype Co., 521 Wabash Ave., Chicago, Ill.

FOR SALE—Strictly first-class daily and weekly newspaper and job printing plant in manufacturing city 150 miles from Chicago. Must be sold because of death of owner. Excellent equipment, linotype, new presses, etc. Big run job work. Old established business. Adress, L. M. J., care National Printer-Journalist.

Only Daily Paper in Southwestern City

of 18,000. Annual business exceeds $50,00.00. Returned owner over $12,000.00 in cash for personal effort and investment in last fiscal year. For sale to settle an estate. Asked price $60,000,00. Well equipped. An extraordinary opportunity to secure a solid and commanding business which will pay for itself in a few years.

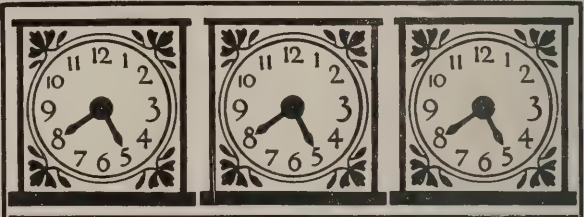
Proposition No. 70.

C. M. PALMER

Newspaper Broker **277 Broadway, New York**

The American Calendar Company, of Red Wing, Minnesota, are offering printers an opportunity to break into the calendar business. They place their complete line of samples in the hands of the local printer, which enables him to secure this additional business from his customers. This results not only in increased income. but serves to bring the printer in touch with new trade.

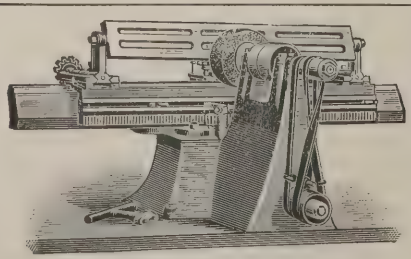
The American line include calendars, post cards, blotters and fans, and is very highly recommended.



Eight-Hour Days don't bother the Printer-Binder operating Boston Wire Stitchers. These machines save all the delays and time-killing annoyances of bindery work, and make good the losses of Eight-Hour Days.

Boston Stitchers operate at very high speeds, they improve the quality and quantity of binding, use fine wire, are automatically adjusted by turning one hand-wheel. Simply marvelous.

Boston Stitchers show the wire in plain sight of the operator, and the spot into which the stitch is to be driven is also in plain sight. For full particulars write to the American Type Founders Company.



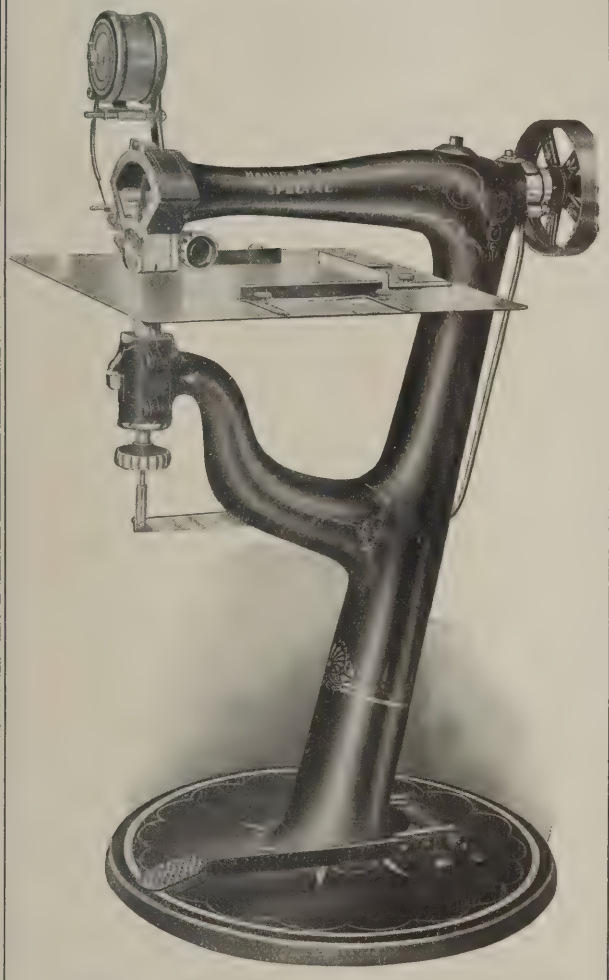
Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60, 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

Latham's
MONITOR
CALENDAR STITCHERS



Latham's No. 2 and 2½ Monitor Calendar Stitcher.

¶ We have designed the above machines for houses making a specialty of large calendar work. They can also be used for ordinary flat or saddle stitching.

SPECIAL FEATURES:

Size of table 24 x 24 in., with gauges as shown in cut.
Distance from clinchers to frame 18 in.
Capacity: No. 2. 2 sheets to ⅜ in.
Uses wire No. 25 to 30 round and 20 x 25 flat.
No. 2½. 2 sheets to ¼ in.; uses wire No. 25 to 30 round.

MANUFACTURED BY

Latham Machinery Co.

Chicago, 306—312 So. Canal St.

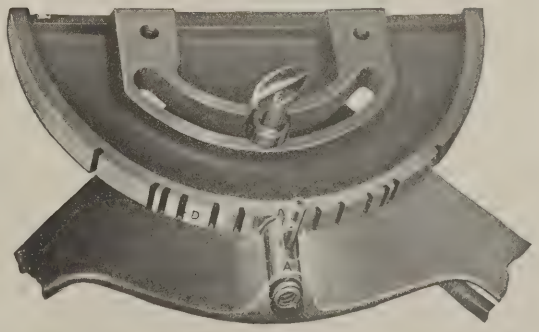
New York, 8 Read St. Boston, 220 Devonshire St.

The Rouse Mitering Machine

Embodies all the good features of similar tools, and in addition has a Positive Point Gauge that sets instantly and locks automatically to points, enabling the operator to miter rules to to Picas, Nonpareils or Points inside as well as outside measure—a feature not possessed by any other miterer.

Another Big Improvement

is the method of locating and locking the rule holder to all necessary angles. This construction is not only very quick and strong but is also permanently accurate. The under-side view of table shown below fully illustrates this feature.



Price $20.00

Sold by Dealers Everywhere

Made only by

H. B. ROUSE & CO.

2214-16 Ward Street, - CHICAGO

Mr. W. H. Abbott, President of the Abbott Press, New York, says: "KLEENU used for several months by our employees. A good thing. Ought to be in every printshop."

STRAIGHT FROM THE SHOULDER

FOR YOU

MR. "PRINTER-DOCTOR":—

While we make the very best of printing inks at lowest prices, the owners of our company, being their own chemists and buyers, and not having to pay large salaries for such services, and while we *advertise, we really do not expect* to sell inks through our advertising.

"PRINTER-DOCTORS" rarely ever "take their own medicine." They all advocate the *liberal expenditure of printers'* ink for business development, but very seldom, *if ever, voluntarily* encourage the "expenders" of it by expressing their approval, and encouraging the faith of the follower of their advice by giving him even the smallest order to prove the value of the policy *they always preach.*

All we hope is that our ads will make known the name of BASOLIO so that some day *in the sweet bye and bye* when we may be rich enough to keep a *specially employed man dogging* your every footstep, drumming into you the merits of BASOLIO INKS—blowing you to dinners, wine and good cigars and, *what is more—adding the price of all this pleasure* and 20 per cent. more to your ink bills over what you could buy them at by taking advantage of our *present day tactics,* then we shall expect to do *a large and satisfactory* business with you.

We do recommend KLEENU, however, as the best preparation we have ever used to remove printing ink from the hands.

It cleans quicker than anything we have ever found and keeps the hands soft as a baby's.

We have made arrangements with the KLEENU MANUFACTURING CO. which enables us to offer

ONE DOZEN FREE

with any order for printing or lithographic ink exceeding the amount in value of $7.00, we to match quality and do as well or better as to price as any competitor. All we want is a fair chance to prove the worth of our product.

As this proposition is made for the purpose of introducing these products it only holds good for first order, in proportion with one dozen free with every $7.00 worth of ink.

FOR KITCHEN, TOILET AND BATH * CLEANS AND SOFTENS THE SKIN
DIRTY HANDS
KLEENU
HARMLESS TRADE MARK ANTISEPTIC
BETTER THAN SOAP
DIRECTIONS: USE AS SOAP OR SAPOLIO RUB IN WELL, MOISTENING SLIGHTLY, RINSE OFF.
KLEENU MFG. COMPANY
NEW YORK

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Illustrations for Books and Catalogues, for printing in one or more colors, adapted to suit the paper and printing conditions, and work the maximum of quality for the money expended.

THREE COLOR HALF-TONE ENGRAVINGS
by special process insuring color values and printing qualities.

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A large force of expert specialists in every line.
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DESIGNERS and ENGRAVERS
in one or more colors
PHILADELPHIA

Megill's Patent Automatic Register Gauge

The sheet as shown, is fed short of the gauge and yet it will register. When the press closes, the "Automatic" extends forward and gently pushes the sheet to exact position. It does not bite the sheet and prevent it from registering. It never pushes it out. It registers cardboard or paper. The ordinary gripper operates it. No extra fixtures. The gauge simply forms a stop for the sheet and then registers it. Feed ordinarily, but as fast as you like.

The Automatic Register Gauge, including a pair of the Double-Grip Gauges for the bottom, to your door for $5.95. *Testimonials and booklet*

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